

Joseph Meersman
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SPEAKER BIOGRAPHY

Joe is a skilled workshop facilitator and compelling public speaker. He regularly speaks at conferences about Design Thinking, User Experience, Artificial Intelligence, and Creative Career Paths. Joe is also an educator on the topics of Visual Communication as well as Research and Prototyping.

Joe has been a Designer, Researcher, and Manager across his 20+ year career. He has led teams of multi-disciplinary designers to deliver experiences for Lawyers, Investment Bankers, Data Scientists, Data Analysts, Insurance Agents, Actuaries, Publishers, First Responders, Mechanics, and Doctors.

Adjunct Professor

2019-2023 Visual Communication, Research
School of Design and Creative Technologies
University of Texas, Austin

Partner

2019-2023 The Collective
Experience Design, Business Development,
Project Scoping, and Delivery Management

SPEAKING ENGAGEMENTS

Conference

	Topics, Titles, and Roles
2024 Reuters UXDX NYC Write the Docs	AI + Design Panel Host Day One Conference Host Unconference Director
2023 UXDX NYC Write the Docs	Sculpting Teams: Additive and Reductive Techniques Design, Data, and Documentation
2022 Experience Design UXDX EMEA Design Thinking	Hiring People, Not Portfolios How Design Leaders can empower their teams Product Management and Design Partnership
2021 Rosenfeld Media, Design at Scale IDSA, Business of Design Big Design, Designing for Dignity UX Istanbul Austin Design Week	Sweating the Pixel : The importance of Critique Stop Chasing Seats and Tables More than a Resume: Lessons from 20 Years of HCI Sweating the Pixel : The importance of Critique The dissolving line between business and design
2019 SXSW Interactive IXDA, Interaction 19 Core 77, The Third Wave AIGA National Conference UX STRAT Big Design	Debatecamp For Designers How to Design With, Not For, Artificial Intelligence Design & Data & Design Creative Career Planning Creating a Strategic Design Practice Experience Design Using Artificial Intelligence
2018 UX STRAT AIGA, Design + Diversity UXPA Core77, Now What	How to Design With, Not For, Artificial Intelligence Creative Judo: Managing Pushback Experience Design Using Artificial Intelligence Objections Management for Designers

Industry

2024 Sunlife Trust, AI, UX, and Designers Reuters, CX, Technology, and Implementation	Artificial Intelligence + Design Outcomes Leadership Panel Host
2022 H&R Block, Design Leadership Series	Career Paths + Design Thinking
2020 Church & Dwight, Integrated Design Thinking	Design Thinking for non-designers
2019 Federal Reserve Bank, Innovation Conference Frost & Sullivan, Growth & Leadership Forum	Agile and Design Thinking Design Thinking and Business Outcomes
2018 Autodesk, Accelerate	Applied Artificial Intelligence

University

2018 Carnegie Mellon University	Utilizing Research Lecture
2017 University of Texas	Final Project Jury Member
2015 Texas Tech University	Portfolio Review Panelist
2013 Washington University, St. Louis	Final Project Jury Member
2012 Art Institute of Chicago DePaul University	Mid Semester Critique Design Career Lecture
2009 University of Illinois, Chicago	Sponsored Project Coordinator
2008 Carnegie Mellon University	Designer Career Paths Lecture