

Joe

Siconolfi

SF Bay Area / Remote

Website joesiconolfi.com
Phone number 203-394-2815
Email jsiconolfi@gmail.com
LinkedIn linkedin.com/in/joe-siconolfi/

I build scalable, high-performing experiences that blend design and engineering. With expertise in front-end architecture and interactive systems. From AI-driven interfaces to dynamic training tools and fintech platforms, I solve complex problems with creativity and precision, all with a dash of magic ✨

Career experience:

2025 - 2025

Staff Design Engineer at Cohere

Tech Stack: TypeScript, React, Tailwind, Next.js

First design engineer at Cohere, focused on bridging design and engineering to bring AI-native enterprise products to life.

Partner with product, design, and engineering to:

- Build scalable front-end systems UI's and internal tools that power AI-driven workflows.
- Prototype and validate AI features through rapid iteration and real-time testing.
- Define technical feasibility early to accelerate product development.
- Improve design-to-engineer handoff with better tooling and shared systems.
- Shape reusable patterns and scalable frameworks that grow with the company.

2023 - 2025

Design Engineer at Channel AI

Tech Stack: TypeScript, React, Tailwind, Next.js

- Lead the end-to-end design and front-end development of AI-powered user experiences, ensuring performance, accessibility, and adaptability across mobile, desktop, and web platforms.
- Bridge design and engineering by developing scalable UI systems, interactive components, and AI-driven personalization that enhance usability and engagement.
- Collaborate cross-functionally to align design vision with technical feasibility, leveraging rapid prototyping and real-time data to optimize user interactions.
- Drive innovation at the intersection of AI, design, and engineering, creating dynamic, responsive experiences that evolve with user behavior.

2022 - 2023

Product Design Engineer at Mushroom

Tech Stack: TypeScript, React, Tailwind CSS, Next.js

- Led the design and front-end development of AI-driven conversational experiences, integrating LLMs and voice AI to create dynamic, interactive interfaces across mobile, desktop, and web.
- Developed and implemented scalable UI systems for AI-powered creator avatars, ensuring real-time responsiveness, accessibility, and seamless user interactions.
- Optimized conversational UI/UX through rapid prototyping and iterative testing, refining NLP and voice synthesis features for more natural engagement.
- Established a cohesive design engineering framework to unify AI-driven interactions, enhancing usability, performance, and scalability across platforms.

2019 – 2022

Product Design at Statespace

- Design lead in creating cross-platform, AI-powered dynamic training experiences for over 30 million users.
- Shaped end-to-end product experiences by leveraging neuroscience research and data insights to craft engaging, intuitive workflows.
- Collaborated with engineers, data scientists, and AI researchers to align product goals with user-centered design, driving measurable improvements in engagement and retention.
- Defined and maintained a scalable visual language, ensuring cohesive design across enterprise and consumer-facing products.

2010 – 2019

Early Career:

- ***Design Engineer at Logic:*** Built scalable front-end systems and UI components for fintech platforms, enhancing performance and user experience.
- ***UX Engineer at MTV:*** Led UX engineering for MTV’s voting and editorial platforms, improving usability and workflows.
- ***Interaction Engineer at Spongecell:*** Enhanced and developed enterprise advertising platforms and interfaces.
- ***Design Engineer at Progressive Communication:*** Worked to solve complex communication problems through design, creativity, and development.
- ***Jr Design Engineer at Max Q Designs:*** Designed and developed web experiences for a wide range of clients.

Education:

2009 – 2011

Master of Business Administration

Full Sail University, Winter Park, FL

2006 – 2009

Bachelor of Computer Science

Full Sail University, Winter Park, FL