

Joux Ligutti

Product Designer

Contact Info

jouxligutti@gmail.com

jouxligutti.com

linkedin.com/in/jouxligutti

Skills

Product & UX

Product Design
User Research
Insight Synthesis
Interaction Design
Info. Architecture
User Testing

Tools

Figma
FigJam
Adobe XD
Sketch
ChatGPT
Perplexity
Notion AI

Technical

HTML
CSS
JavaScript
Bootstrap
React
WordPress

Summary

Product designer with 4+ years of experience designing end-to-end experiences across complex, multi-team environments. Skilled in user research and translating ambiguous workflows into intuitive, scalable solutions.

Experienced in integrating AI-assisted workflows to accelerate research, ideation, and design iteration. Front end fluency in React, Javascript, HTML and CSS, enabling technically informed design solutions.

Experience

Product Designer, Cars Commerce

June 2022 - April 2026

- Designed and iterated on a **service drive acquisition dashboard**, structuring workflows across pre-appointment, in-lane, and post-appointment stages to support dealership operations and opportunity identification
- Improved chat tool engagement by introducing **contextual entry points and behavioral prompts**, increasing visibility without disrupting user workflows
- Conducted routine in-depth user **interviews** with car buyers, synthesizing insights to inform product direction
- Partnered with PMs and engineers to ensure designs were both user-centered and technically feasible
- Helped build and evolve a design system by creating reusable components, standardized patterns, and documentation

AI-Enhanced Contributions

- Leveraged AI tools to accelerate research synthesis and identify patterns across user interviews, reducing manual analysis time
- Used prompt engineering to explore alternative user flows, edge cases, and UX copy variations during design iteration
- Introduced AI workflows into design process (e.g., summarizing feedback, generating hypotheses), improving team efficiency

Education

M.Ed., Learning and Technology -

Western Governors University, 2015

BBA, Management Information Systems -

University of St. Thomas, 2002

Certificate, UX Design -

Springboard UX Career Track, 2020



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UX Designer, Freelance

January 2020 - June 2022

- Designed and delivered responsive websites and applications for clients across multiple industries, focusing on usability, clarity, and conversion
- Led end-to-end design process including research, wireframing, prototyping, and final UI delivery

Selected Projects

- **Smith Farms:** Designed an e-commerce experience enabling direct-to-consumer farm delivery during COVID, supporting business continuity and online growth
- **CRUD Application Redesign:** Simplified complex management workflows, improving usability and reducing friction for internal users

Front-End Designer/Developer, Freelance

May 2010 - January 2020

- Build responsive sites with HTMS, CSS, JS, Bootstrap, Wordpress
- Delivered measurable business outcomes, including:
 - +50% increase in private lesson bookings for a musician
 - +30% increase in book sales for an author
- Bridged design and development to ensure seamless implementation of user-centered interfaces