

JOSHUA COOLEY

EXPERIENCE STRATEGIST & DESIGN LEADER

14+ year Experience Strategist specializing in AI-driven enterprise solutions for Fortune 500 clients. Expert in facilitating executive alignment, designing human-AI collaboration models, and operationalizing design at scale. Dedicated to transforming complex enterprise operations into intuitive, intelligent workflows that drive business growth.

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EXPERIENCE

Experience Architect | Salesforce Jul 2022 – Present

Lead strategic design for Fortune 500 enterprise accounts including Apple, Cisco, Stellantis, SiriusXM, and AAA.

- Facilitated 50+ executive workshops across 5 key enterprise engagements, bridging silos between Product, Engineering, and Business stakeholders.
- Orchestrated cross-functional alignment sessions, accelerating roadmap consensus by 30% and reducing requirement ambiguity.
- Led rapid research initiatives, conducting 100+ stakeholder and user interviews to define user journeys and pain points.
- Operationalized design collaboration with development teams, reducing design-to-dev handoff time by 25%.
- Received extensive training in Agentic AI concepts, exploring integration into enterprise workflows and defining potential interaction models for automated decision support systems.

AI-Native Design Exploration | Self-Directed 2024 – Present

Exploring agentic AI interaction design through hands-on product development.

- Designed and shipped 3 AI-native applications (scheduling, email triage, conversational agents), demonstrating end-to-end product vision from concept to code.
- Defined the "Trust & Verify" UX pattern for autonomous AI, creating interfaces that enable users to monitor and correct AI actions in real-time.
- Focused on strategic design of human-AI collaboration models, ensuring alignment between user mental models and agent capabilities.

Director of UX | Source Intelligence Jan 2017 – Jul 2022

Led UX strategy and team for a global supply chain compliance SaaS platform serving Fortune 500 manufacturers.

- Established the organization's first centralized Design System, increasing development velocity by 35% and ensuring brand consistency.

EDUCATION

B.S. Cognitive Science - Specialization in HCI

Univ. of California, San Diego, 2012

Minor: Computing & the Arts

COMPETENCIES

Design Strategy

Enterprise UX

Systems Design

Agentic AI

User Research

Workshop Facilitation

Experience Orchestration

TOOLS

Figma

Salesforce Lightning

Generative AI / LLMs

Cursor

Claude Code

DEVELOPMENT SKILLS

HTML

CSS

JavaScript

React

TypeScript

Next.js

Supabase

CERTIFICATIONS

AI Specialist

Salesforce, 2024

Strategy Designer

Salesforce, 2024

Administrator

Salesforce, 2023

Conversation Designer I & II

CDI Institute, 2025

UX Designer

Salesforce, 2022

AWARDS

Adobe Creative Jam: People's Choice Award

2014

- Redesigned core data-entry workflows, reducing user error rates by 40% and improving customer retention.
- Built and mentored a high-performing design team of 3, establishing career ladders and a culture of continuous learning.
- Partnered with Product and Engineering leadership to define roadmaps and align design initiatives with business objectives.

Product Design Consultant | Independent Jun 2016 – Present

- Delivering end-to-end UX/UI services for startups and B2B SaaS clients, focusing on rapid MVP prototyping and market launch strategies.

UX Architect | InnovaSystems International 2014 – 2016

- Led UX for an \$8M DoD logistics contract, conducting ethnographic research aboard aircraft carriers to inform high-stakes interface design for naval supply chain operations.
- Designed mission-critical dashboards and workflow tools for military logistics personnel, prioritizing clarity and error prevention in high-pressure environments.

Lead UX Designer/Developer | The Control Group 2013 – 2014

- Conducted over 100+ user interviews to inform redesigned consumer apps, resulting in a 40% conversion lift.
- Established user research practices and introduced design thinking methodologies to the product development process.

Associate Human Factors Engineer | Cubic 2012 – 2013

- Applied cognitive science principles to defense training systems, conducting usability evaluations and human factors analyses for military simulation interfaces.

Cubic Teamwork Award
2013