

## Joey Primiani

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*Product Design Leader for AI products* — 15+ years building 0→1 and scaled experiences across LinkedIn, Google X, Wing, Intuit and startups. I turn ambiguous ideas into shipped products through rapid prototyping, product judgment, technical fluency and systems thinking.

### Work Experience

## LinkedIn

Senior Product Designer, AI Product Experiences 2024 - Current

- Led design for AI-powered product experiences at LinkedIn, impacting 1B+ members
- Drove growth and monetization across LinkedIn Premium and growth initiatives
- Partnered with product and engineering leadership to define product strategy opportunities
- Turned emerging AI concepts into high-impact shipped consumer experiences across LinkedIn's most visible surfaces
- Accelerated decision-making through product vision, systems thinking and cross-functional leadership

## Superfuture

Founder & Product Design Lead 2016 - 2024

- Founded a product design studio building 0→1 products for startups across web, mobile and emerging technology
- Led product strategy, UX, prototyping, and launch execution from concept through shipped product
- Partnered directly with founders and leadership teams to bring new products to market

# Google X

Senior Product Designer, Wing (X Moonshot Factory) 2018 - 2023

- Led product design for autonomous drone delivery experiences spanning consumer, operations, and future service concepts
- Launched FAA-approved autonomous drone delivery experiences, defining end-to-end product experiences for delivery systems
- Built rapid prototypes to validate concepts and influence engineering and product strategy
- Partnered across robotics, engineering, operations, and leadership in a highly ambiguous moonshot environment
- Helped shape the future vision for next-generation autonomous delivery products

# HealthTap

Lead Product Designer 2016 - 2018

- Growth Design Lead at telemedicine startup served 100K+ healthcare providers and billions of health answers
- Designed scalable product experiences in a highly regulated healthcare domain

# Intuit

Senior Product Designer 2013 - 2016

- Led product design initiatives within Intuit Labs across Mint, TurboTax, QuickBooks and innovation efforts
- Partnered across teams to launch consumer and business products at scale

# Lady Gaga

Tech Co-Founder 2010 - 2012

- Co-founded and created LittleMonsters.com, a global creative community platform built in partnership with Lady Gaga
- Helped pioneer early social product experiences centered around identity, creation and fandom

Education

# UCF

Digital Media Design, Computer Science

Stanford d.School

Design Thinking Bootcamp

UC Berkeley

UC Berkeley Extension, UX Design

Skills

AI Product Design   Human-AI Interaction   Claude Code   Rapid Prototyping

Product Strategy   0→1 Product Development   Developer Tooling

Systems Thinking   Interaction Design   Cross-functional Leadership

AI Prototyping   Prompt Engineering   Developer Tools