

Joe Ranft
UX & Product Leader

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Experienced UX and product leader passionate about creating innovative and engaging digital products and services that solve real-world problems and improve people's lives. Proven track record of leading and collaborating with cross-functional teams, conducting user research, and applying design thinking principles to deliver user-centric solutions. Well versed in UX and product management processes used to deliver value to customers by Agile teams.

Experience

Independent UX and Product Strategy Consulting

November 2008 - Present

- Various clients including Fidelity Investments, TripAdvisor, AthenaHealth, Weather.com, Cars.com, Motley Fool, and BEAM Interactive, among others.
- Provided independent UX consulting specializing in jump-starting companies in new product design and development, live product UX testing, and UX optimization.
- Worked with Fidelity Investments to start and staff their Design Thinking group, which is now a model for customer-centered in-house innovation practices.
- Designed and tested the first version of TripAdvisor's SniqueAway, the company's first private sale travel ecommerce platform, which was subsequently merged with Jetsetter.com.
- Consulted at AthenaHealth to improve their Clinicals EMR product by traveling to doctors' practices to observe usability, then quickly designing product improvements. Designed the structure for an in-house UX capability and helped the company hire its first UX leader.
- Conducted usability and user tests and interviews to develop new products and improve existing products for multiple clients, and produced designed concepts to address issues identified.

SmartHeart®

Fractional Product & UX Manager

August 2024 - November 2024

SmartHeart is dedicated to making hospital-grade cardiac care accessible to everyone, allowing users to perform 12-lead ECGs easily from home. My responsibilities included:

- Developing and refining the digital product strategy and roadmap for SmartHeart, aligning it with the goal of accessible cardiac care
- Leading user research initiatives to understand the needs of both patients and healthcare providers
- Creating and maintaining a product roadmap that prioritizes features enhancing ECG accessibility and accuracy
- Overseeing the design of user-friendly interfaces for the ECG mobile app
- Collaborating with engineering teams to ensure the feasibility and timing of new features

Allurion Technologies

VP Product and Design

March 2020 - March 2024

- Originally hired as a design consultant to assess the usability of the company's mobile iOS and Android app. Later hired to start a UX team for these products and build and manage a product team
- Managed the product and design team responsible for Allurion's digital products and services focused on weight loss and behavior change.
- Led the development of Coach Iris, Allurion's artificial intelligence weight loss coach, which is available 24/7 to patients.

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- Developed and maintained the company's digital product roadmap to meet the needs of healthcare providers and patients.
- Led product strategy and development of Allurion's digital products which were packaged as a SaS suite of services and resulted in a new revenue-generating product called the Allurion Virtual Care Suite.
- Hands-on leadership of teams building products in iOS, Android, a React web app, and data products.
- Redesigned the mobile apps, increasing usage and engagement from 3,000 patients per month to over 30,000.
- Designed and led product development of a new web-based dashboard for healthcare providers, which launched in 2022 and was in use by over 2,000 weight loss clinic healthcare providers monthly.

Nuveen Investments

Head of UX

October 2016 November 2019

- Led digital transformation for Nuveen, a new company under TIAA.
- Designed and directed creation of a new intranet for this 3,500-person organization.
- Led design and UX for creating Nuveen's three new websites for advisors, institutional investors, and global clients.
- Conducted an extensive agency search for the redesign, choosing Code & Theory in New York.
- Worked with all business units in the creation of the new site, including real-time investment product detail pages.
- Managed the content strategy and content creation for the new site.
- Developed a set of design standards and style guide for the new company.
- Implemented and led an innovation process which includes bi-annual Design Thinking workshops around creating new experiences to test internally and externally.

Startup Institute

Instructor

January 2015 October 2017

- Startup Institute was a Boston-based bootcamp providing immersive education, training individuals in the skills needed to be high impact employees in rapidly growing companies.
- Instructor for the Startup Institute's web design track, focusing on information architecture, UX research and design, and the Design Thinking process.
- Also served as a mentor to students enrolled in the design program.

Cinch Financial

Co-Founder and Head of UX

June 2013 September 2016

- Co-founded Cinch with the goal of simplifying Finance-with-a-capital-f and bringing top-quality financial advice to a mass market.
- Led the UX, design and product strategy for three generations of Cinch's product.
- Built the Cinch team from the ground up to over 30 employees, recruiting and hiring engineering, design, and product team members.
- Managed day-to-day product and UX, including user interviews and research, initial design concepts and wireframes, product roadmap creation, and management of the engineering teams that built the first two generations of Cinch's product.
- Worked with founding partner and early team to refine and develop the product strategy and vision for the product.
- Created and worked with business analysts to develop an objective scoring and ranking system for financial products including cell phone plans, credit cards, mortgages, bank accounts, and auto and home insurance.

Updown.com

VP Product & Design

August 2008 April 2009

- Created and maintained long-term product roadmap and two-week Agile development plan for UpDown.com, a Cambridge-based, angel funded start-up, that was a fantasy stock market, social community, and education site, with over 125,000 registered members. Members learned about investing by trading virtual portfolios starting with \$1,000,000 in virtual currency.
- Developed product specifications and designs for dozens of new features, including investing contests, member networks, trading, Twitter integration, stock analysis, and improved customer profiles.
- Created and launched successful Facebook application.
- Reworked email templates to double conversion rates.
- Conducted user research, including usability tests and surveys.

Fidelity Investments

VP, User Experience & Design

November 1999 March 2008

- Managed the 30+ person design team responsible for digital design for Fidelity.com, including trading, investment research, account opening, and customer service.
- Directed design for Active Trader Pro, Fidelity's platform for highly active customers.
- Directed the first large-scale redesign of NetBenefits, Fidelity's workplace retirement website, to align the experience with the Fidelity.com experience.
- Directed design of Advisor Channel and Streetscape, Fidelity's web-based platforms for registered investment advisors and broker dealers.
- Planned and participated as part of the teaching team in Fidelity's sponsored course at the Stanford d.School and led the team that taught and implemented Design Thinking at Fidelity through workshops and customer co-creation sessions.
- Directed creation of Fidelity's first online style guide and a repeatable, efficient design process.

Education

University of Iowa

MA, English & Education

University of Memphis

BA, English