

Joseph R. Hren

Senior / Staff Product Designer • User Experience

PROFESSIONAL SUMMARY

17 years in design, 8 in product. I specialize in making complex, regulated systems — financial platforms, healthcare data, enterprise tools — legible and fast to act on. I design in Figma and in code, with deep fluency in AI-native product architecture: agentic workflows, RAG retrieval, human-in-the-loop oversight, and LLM benchmarking. I lead through influence and accountability, listening closely and shipping work that earns user trust.

PROFESSIONAL EXPERIENCE

Independent Product Development — Product Designer & Builder — San Francisco; 2025–Present

- ClaimsDock, an AI-native medical-claims adjudication copilot with agentic routing, RAG-grounded retrieval across three corpora, and human-in-the-loop guardrails; benchmarked Claude against Kimi for production routing decisions [claimsdock.vercel.app](#)
- AUGUR, an AI-native accessibility and heuristic evaluation tool pairing deterministic WCAG scanning (axe-core) with Claude-interpreted Nielsen Norman review; built rate-limiting and spend-cap safeguards for public deployment [auqur-eval.vercel.app](#)

Visa — Staff Product Designer — San Francisco / Foster City / Remote; 2021–2025

- Led UX for Visa Government Insights Hub, a new subscription intelligence product for government agencies, central banks and finance ministries; reduced time-to-insight from weeks to minutes and established a new revenue stream for Visa
- Designed system architecture, RBAC permissions model, and interaction patterns for the Digital Benefits Platform, used by issuing banks to configure card benefits across millions of accounts
- Introduced a quick-view overlay pattern that reduced approval workflow time by 15–20%, and a parent-child inheritance model that eliminated benefit duplication across regional variations
- Extended Visa's design system with components and patterns for data-heavy interfaces, maintaining WCAG accessibility and brand standards across global markets

Kaiser Permanente — Product Designer — Remote; 2020–2021

- Redesigned Kaiser's medical claims experience for web and mobile, simplifying claim views and billing language to reduce support escalations and improve comprehension in usability testing
- Designed a streamlined claim-dispute flow enabling plan members to identify issues and submit disputes confidently

Visa — Contract Product Designer — Foster City; 2019–2020

- Led design on the Alerts & Notifications Center module for Visa's Real-Time Payments platform, used by network operators to triage payment events and system alerts
- Collaborated with product managers and analysts to define message severity, actionability, and classification models; established a clear taxonomy for alerts versus scheduled notifications
- Produced low- and high-fidelity prototypes for engineering implementation, ensuring a clean handoff to the engineering team

Alation — Product Designer — Redwood City / Remote; 2018–2019

- Designed trust and confidence signaling for the AI Index's NLP-based suggestions, distinguishing machine-generated recommendations from verified data
- Developed fluency in SQL and relational data modeling to ensure UI patterns reflected actual system behavior
- Created patterns for grouping, linking, and discovering datasets, enabling analysts and business users to find meaningful connections faster

Angaza — Lead Designer — San Francisco; 2017 to 2018

Led visual and brand redesign for Angaza's solar financing platform, supporting marketing initiatives and collaborating with product teams on UI and communication assets for a product serving off-grid communities in sub-Saharan Africa.

Sycle.net — Lead Designer — San Francisco; 2015 to 2016

Redesigned the full marketing website for an audiology practice-management platform, improving information architecture and clarity for prospective clinical customers. Also produced infographics and supporting visual assets across digital communications.

Tradeshift — Art Director; San Francisco; 2013 to 2015

Led the marketing design team, managing a junior designer and copywriter while developing brand & visual strategy for a global ecommerce platform.

BioRad — Front-End Developer, Motion Graphics Designer — Hercules, CA; 2009 to 2011

Led product initiatives to connect scientists with the tools and information they need. Gained familiarity with the equipment and processes of biotechnology. Created motion graphics and infographics for the Bio-Rad home page and product pages.

EDUCATION

Bachelor's Degree in Fine Arts

San Francisco State University, 2005
Studio Arts

Master's Post-Graduate Coursework

San Francisco State University, 2007
Graphic & Product Design

Continued Education:

Deep Learning AI (online), UC Berkeley Extension (Design and UX Research, 2020), DesignLab (UX Design Bootcamp, 2016–2017), General Assembly (JavaScript, Design, Data Management)

RELEVANT SKILLS

Technical Fluency:

Cursor, Claude Code, Figma, Figma MCP, Figma Make, Next.js, React, TypeScript, Anthropic API, Kimi K2.6 API, VS Code, Chart.js, GitHub, Vercel, SQL

AI and Systems:

Agentic workflow design, RAG architecture, LLM-as-judge evaluation, human-in-the-loop guardrails, multi-provider AI integration, prompt architecture, structured JSON schema design, deterministic vs. probabilistic system architecture, LLM benchmarking, regression and adversarial test-suite design

Product & User Experience Design:

Systems thinking, information architecture, interaction design, data visualization, dashboard design, design systems, design tokens, multi-theme systems, multi-tenant system design, accessibility (WCAG 2.2/AAA), usability testing, heuristic evaluation, evaluative and generative research, rapid prototyping, service design, workshop facilitation, visual design craft

Collaboration:

Cross-functional leadership across Product, Engineering, Research, and Data teams, workshop facilitation, stakeholder alignment

Side Experience:

Sailing, music production, immersive theater & improv acting classes, Jungian psychology, backpacking, climbing & bouldering

CONTACT

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