

# JOE BRAZAO

PRODUCT DESIGNER  
& STRATEGIC CREATOR

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Product Design Leader with 14+ years in UX/UI, design systems, and strategy. I mentor designers, drive UX strategy, and scale design operations to align user needs with business goals. Experienced in team leadership, process improvement, and fostering a strong design culture.

## Relevant Experience

### Nexus Studios | Spatial UX Designer Present

Nexus Studios is an award-winning company working at the intersection of storytelling, technology and design. As a Spatial UX Designer, I contribute to an immersive video streaming app for the launch of a next-generation XR headset by a major global tech company (NDA).

- Lead UX of several journeys and features, from concept through prototyping and testing
- Lead the UX work for the supporting CMS, ensuring seamless integration between content management and the user-facing product

### SessionLab | Senior Product Designer 25

SessionLab is a platform for facilitators to plan workshops and meetings. I was brought in on a 3-month contract to improve the public library of facilitation methods and templates.

- I audited the existing UX/UI, refined the information architecture and interface design, and collaborated with product and engineering
- Worked on the design system, improving consistency across public-facing components and laying the foundation for future scalability and engagement

### Disguise | Product Experience Lead 23 - 24

Disguise is the leader in real-time production software and hardware, providing tools for live events, virtual production and projection mapping. Following the acquisition of four companies, its ecosystem became fragmented, lacking user tracking and cohesion.

- I led the UX strategy to unify Disguise's ecosystem, creating Disguise Space, a central hub for project and asset management
- Helped design a new UI system to unify branding and improve usability while running workshops and research sessions to align teams and drive product decisions
- Collaborated with product, engineering, and marketing teams, ensuring alignment with business strategy and user needs

### Zappar | Lead Designer 18 - 23

Zappar builds XR tools that empower brands and developers to create immersive digital experiences. I joined as a hands-on designer and transitioned into a leadership role, shaping team culture, processes, and strategy while scaling the design function.

- Built and led the Zapworks design team, hiring, mentoring, and fostering a high-performing, user-focused culture across five brands
- Implemented agile and lean methodologies, moving the team from waterfall to iterative, research-driven workflows
- Developed career progression frameworks, providing structured growth, feedback, and development paths for designers
- Advocated for design at a leadership level, aligning with engineering, product, and stakeholders to position design as a key business driver
- Led the design and launch of Zapworks Designer, a no-code AR tool that expanded accessibility and increased adoption

## Education

- **General Assembly (GA)** 17  
Immersive UX Design Course and Product Management
- **Shillington College** 10 - 11  
Design Foundation Course
- **ETIC (School of Technology, Innovation & Creation)** 06 - 09  
BA in Visual Communication

## Relevant Skills

Strategic Thinking  
Product Management  
Stakeholder Management  
Mentorship  
Agile / Lean Methodologies  
Cross-Team Collaboration  
Customer Journeys  
Prototyping  
User Research & Testing  
Accessibility  
UI  
Branding  
Art Direction  
Design Systems  
AR, VR & XR Experience Design  
Video Sequencing Tool Design  
AI Prompting  
Adobe Suite  
Figma

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