Joseph Flynn

Product Designer · AI Experiences

Seattle, WA · (206) 227-5994 · joseph.h.flynn@gmail.com
Portfolio: joeflynn.design · LinkedIn: linkedin.com/in/joseph-flynn-67346073

SUMMARY

Product designer specializing in AI-powered experiences, from early concept through coded prototype to launch. Designed generative AI features for Microsoft Paint whose Image Creator produced over 10 billion images, with work presented by CEO Satya Nadella. Bridges design and engineering with production-quality prototypes in React and TypeScript.

EXPERIENCE

Product Designer / Design Engineer · Electronic Arts
Contract · June 2026 – Present

- Design interaction patterns for agentic AI systems that adapt to player behavior and context across a range of games and experiences.
- Design, code, and deploy interactive prototypes, partnering with user research to test concepts and iterate quickly.
- Translate technical AI capabilities into intuitive, accessible interaction models across UX, visual, motion, and interaction design.
- Partner with engineering and product leadership to define scalable solutions and keep visual and interaction design consistent across a multi-touchpoint ecosystem.

Product Designer / Design Developer · iSoftStone
Contract · November 2025 – June 2026 · Clients included Boeing and Microsoft

- Designed a unified cabin dashboard spanning hardware and software, built for both technical and non-technical users.
- Built reusable, performant web animations deployed across Microsoft.com.
- Led competitive research that shaped design decisions across multiple client projects.
- Advised clients on UX strategy and how design could advance their business goals.

Product Designer, Windows · Microsoft
Contract · October 2021 – April 2025

- Designed generative AI features for Paint from early concept through launch: Generative Fill, Generative Erase, Cocreator, Image Creator, and Object Select.
- Image Creator generated over 10 billion images; the features were presented by CEO Satya Nadella and featured prominently in Windows and Surface marketing.
- Proposed, designed, and owned flagship features including Layers, driving a 57% increase in engagement across Paint's millions of active users.
- Defined AI interaction patterns for image generation, editing, contextual actions, monetization, and Copilot integration, adopted across Windows.
- Built advanced coded prototypes in React, TypeScript, and CSS to validate concepts and communicate interactions to engineering and leadership.
- Ran user testing and competitive research and used telemetry to guide decisions, then partnered with engineering through implementation in an agile environment.
- Rebuilt the Paint design system in Figma, aligned to Fluent Design with variables for theming and built-in prototyping; contributed components to other Windows apps.
- Designed a modular visual asset system for the Windows Store front page and branding for the Windows Store App Awards; produced motion and video for the Windows Store blog.

Product Designer · Freelance
November 2016 – September 2025

- Delivered end-to-end product design for clients, from research and user flows to wireframes and interactive prototypes.
- Built design systems with tokens, component libraries, and theming variables that streamlined engineering handoff and kept brands consistent across platforms.
- Produced motion graphics, product demo videos, illustration, icon design, and photography.

SKILLS

Design: UX design, interaction design, design systems and tokens, prototyping, user research and testing, accessibility, wireframing, 3D design
Design tools: Figma, ProtoPie, Rive, Sketch, Adobe Creative Cloud, DaVinci Resolve, Blender, Houdini FX, Unreal Engine 5
Development: HTML, CSS, JavaScript, TypeScript, React, Next.js, Vite, Tailwind, Tauri, PixiJS, Framer Motion, Git, GitHub, GitLab
AI tools: Claude Code, ComfyUI, Ollama, Cursor · **Additional:** Illustration, icon design, typeface design, motion design

EDUCATION

Seattle Central College · Associate of Arts, Design · 2021