

Joe Myers

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DESIGN LEADER

Product Design, UX Strategy, Design Systems

BIO

Product design leader with 25+ years building and scaling teams at USA TODAY Co. Currently leading UX across a portfolio reaching 1B+ monthly page views. Known for design systems that hold up at scale, and for staying hands-on with craft while leading people.

EXPERIENCE

USA TODAY Co. (12 years)

Senior Director, Product Design & UX 2023–PRES
Lead product design and UX across web and native platforms for news, sports, gaming, entertainment, local news, reaching 1B+ monthly page views. Partner with product, engineering, data to drive discovery and subscription journeys. Universal design system, AI design workflows.

Director, Product Design & UX 2019–2023
Design lead for native apps, personalization strategy and future audience concepts. Reimagined crossword/puzzles standalone app.

UX/UI Design Director, USA TODAY Sports 2014–2019
Design lead for USA TODAY Sports reaching 55M+ PVs. Native apps for ForTheWin, HoopsHype, GolfWeek. Led Super Bowl Ad Meter.

Joe Myers Web Design, UX Design by contract 2008–2014
Designed digital experiences for ski and hospitality clients including Deer Valley, Aspen/Snowmass, Telluride, Jackson Hole, and Sugarloaf.

FetchDog, Lead UX/UI Designer 2007–2008
Lead designer for a venture-backed e-commerce startup in the pet industry.

American Skiing Company, Design Lead 2005–2007
Design lead across a ski resort portfolio, including Sugarloaf, Sunday River, and Park City.

Benes Brand Imaging, Lead Web Designer 2001–2005
Web and multimedia design for clients including Fidelity, Polaroid, and New Balance.

Mindseye, Junior Web Designer 2000–2001
Design and front-end development for clients including Hasbro, Reebok, and F1 Boston.

Dodo Unlimited, Designer & Manager 1997–1999
Sole designer and brand manager for an independent apparel line, DTC retail.

SIGNATURE

UX Strategy // Visual design // Discovery // Prototyping // Usability testing // Accessibility // Design systems // Team leadership // Apps // Web // Latent Spaces

EDUCATION

Northeastern University 2002
B.S. Media Arts & Design — Magna Cum Laude, Dean's List
Massachusetts College of Art
Graphic Design
School for the Museum of Fine Arts
Art as process