

Joe Accardi

joeaccardi.net

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Based in East Brunswick, NJ

EXPERIENCE

Caesars Entertainment, Remote

Mar. 2021 – Jan. 2025, Senior UX/Product Designer

- Conducted product discovery sessions, customer interviews to gather insights and effectively present findings to our president, CTO, product managers, and other key stakeholders.
- Worked closely with cross-functional teams to deliver product design solutions that aligned with departmental objectives and drove key results.
- Partnered with the Design System team to enhance and evolve our product's design system for scalability and consistency.
- Led the design and strategy for Caesars end-to-end omnichannel customer acquisition journeys, delivering cohesive and seamless user experiences across all touchpoints.
- Led our UX organization on ideation, planning, and delivery of innovative product features, increasing revenue growth and improving customer retention (12% increase in referral acquisition YoY).
- Served as a primary contributor to design, research, and strategy for the successful launch of our live microbetting experience for our Sportsbook region, resulting in an 8% increase in revenue in its first month of release.

Axis Games, Remote

Feb. 2015 – Present, Chief Product Officer (Independent Contributor)

- Played a pivotal role in multiple successful product launches for Axis Football, contributing to 30% annual revenue growth and the team's expansion to 10+ members.
- Conducted competitive analysis and devised strategic UX solutions to enhance product design.
- Designed modular UI elements optimized for console, desktop, and mobile platforms.
- Collaborated with developers to implement UI within the game engine.
- Created interactive UI prototypes for user testing and seamless developer integration.
- Directed the team in UI decision-making and art direction.
- Effectively managed multiple roles while working remotely under tight deadlines.

Wyndham Hotels & Resorts, Parsippany, NJ

Nov. 2018 – Mar. 2021, UI/UX Designer

- Conducted competitive analysis across all brand products to inform strategic design decisions.
- Designed marketing and product experiences for 20+ hotel brands, ensuring alignment with brand identity and user needs.
- Managed and delivered multiple high-stakes, revenue-generating projects under tight deadlines.
- Assisted in sprint planning for a multi-platform mobile app, ensuring efficient workflows and timely deliverables.
- Organized and facilitated guerrilla usability testing sessions, gathering diverse user feedback to enhance mobile app experiences.
- Collaborated closely with developers, product managers, brand managers, stakeholders, and copywriters, both internally and with external digital agencies.

HONORS & AWARDS

Featured on Covers.com

2023

Caesars Sportsbook

Mobile App Microbetting

Gold HSMIA Adrian Award

2021

Wyndham Hotels & Resorts

New Mobile App

No. 1 Trending on Steam for Sports

2016, 2020, 2021, 2024

Axis Football

Steam App

NJ Ad Club Award

2017, 2018

GENEWIZ

Digital Marketing

EDUCATION

Rutgers University, New Brunswick, NJ

2011-2014

B.F.A. Visual Arts

Mercer County CC, West Windsor, NJ

2009-2011

Advertising Design

TECHNICAL SKILLS

Figma (Software)

Adobe XD (Software)

Sketch (Software)

Wireframing

Design Systems

Rapid Prototyping

UX Discovery

UX Research & Data Analysis

User Surveys

User Personas

User Testing

Sprint Planning

Design Strategy (Growth, CCD, etc.)

Pitch Deck Presentations

Information Architecture (IA)

Microsoft Office (Software)

ADA Compliance

Accessibility Design

AI Integration

Operational Efficiency