

Joe Svetlosak Product design leader

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Design leader with 6+ years leading product design teams, and another 10 years before that delivering the work myself as an individual contributor. I've gained my experience across financial services, SaaS and AI tooling, most recently at Miro and Smartsheet. I care most about building teams where people can do the best work of their careers, work they're proud to put their name on, and about staying close to the next generation of designers coming up behind me.

Experience

Miro

Senior Design Manager | May 2025 - present

- Lead the Collaboration and Ecosystem streams at Miro, covering human-to-human, human-to-agent and agent-to-agent collaboration within and beyond the product.
- Own the team building MCPs, connectors and third-party integrations: usage is up 1,083% since the start of the year and growing 12% month over month, currently at around 45,000 weekly active users.
- Currently building an MCP Hub to lower the barrier to entry for third-party integrations.
- Established TalkTrack as a preferred async collaboration format within Miro.
- Took it from a stalled, single-purpose, one-way board recording tool into a multi-speaker, multi-surface screen recorder, then evolved it into a context layer other Miro and third-party AI agents can read.
- Carried TalkTrack from a corrected beta through a public launch at Canvas26 to general availability, all on schedule.
- Grew TalkTrack from 6.6K to 35K+ monthly active users, and brought lapsed users back: 12% of viewers inactive 30+ days return to Miro after watching a video.
- Owned the experience for the Messaging platform team, building the system behind all user communications: in-product notifications, email campaigns and more.
- Worked with Operations director on AI enablement, ensuring that everyone in design team is setup to work with vibe coding tools and becomes comfortable in shipping code.

Smartsheet

Product Design Manager | November 2020 - May 2025

- Owned design strategy for Integrations and Automations, Smartsheet's second highest revenue stream (~\$33M ARR) and one of the top three capabilities customers evaluate before choosing a collaborative work management tool.
- Consolidated 3 standalone integrations products into one approachable, scalable experience
- Led a re-org in the UK that improved user satisfaction, reduced design overhead and made engineering deployment more consistent.
- Led and grew a team of product designers, a researcher and a content writer across these two product lines.
- Co-created the career growth framework for the Smartsheet design practice and oversaw a dramatic improvement in efficiency and quality.

- Started a design internship program in the UK, mentoring designers on quality, presentation and storytelling.

Tesco Bank

Senior Product Designer | 2019 - 2020

- Led the redesign, onboarding and notifications work for the mobile banking app.
- Set the visual and UX guidelines and style guides used across the wider Tesco brand.

Apple

Product Designer | 2019

- Designed and delivered the iCloud.com and Maps Search experiences.
- Took iCloud.com to AAA accessibility in a 6 week cycle.
- Built patterns and components for Maps Search used across the iPhone ecosystem, contributing them to the HI design library.

More work history available on request.

Education & Qualification

Management Essentials

Harvard Business School, 2022

BDes (Hons) Industrial & Product Design

Napier University, 2015

Mentoring

ADPList.org

Napier University

Achievements

Spartan Race AGOGE: 60-hour race, 2016

One of forty-seven finishers of this 60-hour endurance event held entirely on the Great Wall of China, based on Ancient Spartan Agoge training.

Skills

Design strategy & vision · Cross-functional leadership (Product, Engineering, Research) · Team building & coaching · Design quality & craft · Systems thinking · Senior stakeholder influence · Scaling design culture & ways of working · Multi-market product leadership · Financial services & payments