

**Joe Ranft**  
**UX & Product Leader**

Brookline, MA • 617-583-0414 • jranft@gmail.com • [www.linkedin.com/in/joeranft](http://www.linkedin.com/in/joeranft) • [www.joeranft.com](http://www.joeranft.com)

Experienced UX and product leader with over 20 years of success in creating innovative digital products and services that solve real-world problems. Proven track record of leading cross-functional teams, conducting user research, and applying design thinking principles to deliver user-centric solutions. Strong expertise in product strategy, team leadership, and agile methodologies.

**Experience**

**Independent UX and Product Strategy Consulting**

**April 2008 Present**

- Provide strategic consulting for companies including Fidelity, TripAdvisor, AthenaHealth, Weather.com, Cars.com, Motley Fool, and BEAM Interactive
- Specialize in new product development, UX optimization, and user research
- Helped establish Fidelity's Design Thinking group, now a model for customer-centered innovation
- Designed and tested TripAdvisor's first private sale travel platform, SniqueAway
- Improved AthenaHealth's Clinicals EMR product through on-site usability research
- Help organizations establish and scale in-house UX and innovation capabilities

**SmartHeart®**

**Fractional Product & UX Manager**

**August 2024 - November 2024**

- Lead product strategy and user research initiatives for hospital-grade cardiac care technology
- Create and maintain product roadmap prioritizing features enhancing ECG accessibility
- Oversee design of user-friendly interfaces for mobile applications
- Collaborate with engineering teams on feature implementation and timing

**Allurion Technologies**

**VP Product and Design**

**March 2020 March 2024**

- Led product and design team for digital weight loss and behavior change products
- Developed Coach Iris, an AI-powered weight loss coach available 24/7 to patients
- Managed company's digital product roadmap aligning healthcare provider and patient needs
- Led development of Allurion Virtual Care Suite, creating new revenue streams
- Increased mobile app usage from 3,000 to over 30,000 monthly active patients
- Built and launched healthcare provider dashboard used by 2,000+ clinics

**Nuveen Investments**

**Head of UX**

**October 2016 November 2019**

- Led digital transformation initiatives for 3,500-person organization
- Directed UX design for three new websites serving advisors and institutional investors
- Managed content strategy and creation of new corporate design standards
- Implemented innovation process including Design Thinking workshops

**Startup Institute**

**Instructor**

**January 2015 October 2017**

- Taught web design track at Boston-based tech bootcamp
- Focused curriculum on information architecture, UX research and design, and Design Thinking
- Mentored students enrolled in the design program

**Cinch Financial**

**Co-Founder and Head of UX**

**June 2013 September 2016**

- Co-founded and scaled fintech startup focused on democratizing financial advice
- Built team from ground up to 30+ employees across engineering, design, and product
- Led product strategy and UX design through multiple product generations
- Developed objective scoring system for financial product recommendations

**Updown.com**

**VP Product & Design**

**August 2008 April 2009**

- Created product roadmap and managed Agile development for fantasy stock market platform
- Developed features including investing contests, member networks, and trading functionality
- Launched successful Facebook application and improved email conversion rates
- Conducted user research and usability testing for 125,000+ member community

**Fidelity Investments**

**VP, User Experience & Design**

**November 1999 March 2008**

- Managed 30+ person design team responsible for digital design for Fidelity.com, including trading, investment research, account opening, and customer service
- Directed design for Active Trader Pro, Fidelity's platform for highly active customers
- Led the first large-scale redesign of NetBenefits, Fidelity's workplace retirement website, aligning the experience with Fidelity.com
- Directed design of Advisor Channel and Streetscape, Fidelity's web-based platforms for registered investment advisors and broker dealers
- Planned and participated as part of the teaching team in Fidelity's sponsored course at the Stanford d.School
- Led team that taught and implemented Design Thinking at Fidelity through workshops and customer co-creation sessions
- Created company's first online style guide and established repeatable, efficient design process
- Managed end-to-end UX design for multiple high-profile digital initiatives across retail, workplace, and advisor channels

**Education**

**University of Iowa**

MA, English & Education

**University of Memphis**

BA, English