

SAAVEDRA_CV - 2026 H2

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JOSEPH SAAVEDRA

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Independent Product, UX & Hardware Developer

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Assistant Professor, Media Design | Parsons School of Design

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JOSEPH SAAVEDRA

Product & Interaction Designer | AI, Video & Creative Tools

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PROFILE

Product and interaction designer with 15+ years turning ambiguous, technically complex ideas into intuitive products across video, AI, creative tools, and physical-digital systems. Founded and led Infinite Objects, creating the patented no-interface Video Print category and owning product and engineering direction from concept to 200K+ units and \$14M+ in revenue. Combines user-centered design, functional prototyping, technical fluency, and close partnership with product and engineering leaders to turn emerging capabilities into cohesive, trustworthy experiences.

Core strengths: Interaction design & UX systems | AI-first functional prototyping | Video creation & processing workflows | Long-range product strategy | Cross-product integrations & APIs | User research & usability testing | Design leadership & mentorship

EXPERIENCE

Founder & CEO | Infinite Objects, Inc.

New York, NY | 2018-2026

- Defined and launched a new product category, "Video Prints," using a no-interface interaction model - one video, one display, no app, setup, controls, or connectivity - to make video feel permanent and object-like.
- Scaled the business from founding to \$14M+ in revenue, 200K+ units shipped across 90+ countries and achieved a Net Promoter Score of 87 by prioritizing clarity and emotional resonance over feature complexity; led the company into an acquisition agreement and handoff.
- Designed and tested the first-use interaction around a Hall effect sensor and packaging magnet: the buttonless display stays off in-box and turns on instantly in the customer's hands, creating a zero-instruction reveal that became a widely shared part of the experience.
- Designed the automated cloud rendering, order-ingestion, and fulfillment platform that transformed uploaded video into production-ready renditions at scale; launched a third-party API so external content platforms could create products directly.
- Led a data-driven personalization and production system for Doodle for Google 2024, connecting partner data, motion templates, QA, manufacturing, and fulfillment to programmatically generate and ship 55 one-of-one Video Print awards within weeks.
- Built and mentored product design, graphic design, and engineering teams within a 35-person cross-functional organization spanning five states and three continents.
- Secured three utility and design patents and built a 100+ partner ecosystem spanning Google, NBA, YouTube, TikTok, Beeples, Mattel, Sotheby's, and leading creators; raised \$11M+ in venture funding.

Independent Product, UX & Hardware Developer

Brooklyn, NY | 2010-Present

- **MOMNT | 2026-Present | Co-creator, Product & Interaction Designer, Development Lead**
 - Co-created MOMNT's concept and interaction model, then led end-to-end product design and AI-assisted development from functional prototype through live-event testing to a [self-serve creator platform](#).
 - Designed the guest-to-gallery journey and a provider-neutral generative video workflow using Google Veo and Runway, turning non-deterministic output into verified branded loops; production data from hundreds of capture sessions and thousands successful outputs across numerous activations at numerous public venues and events, guided improvements to latency, recovery, and operator controls.
- **RenderMark.app | 2025-Present | Founder and sole contributor**
 - Designed and shipped an agent-first publishing platform with a 17-tool MCP server, open-standard agent skill, and remote endpoint enabling AI agents to render, export, publish, and share documents autonomously.
 - Used functional prototypes to define intent-to-tool decisions, contextual defaults, self-orientation, and explicit confirmation for destructive actions; shipped the full product surface solo across web, VS Code, CLI, and agent marketplaces.
- **Stealth AI hardware startup | 2026-Present | Zero-to-one fractional product engineer**
 - Designed and built a working ambient voice-AI appliance that layers spoken LLM conversations over a live nature soundscape through an offline keyword recognition -> Whisper -> Claude/GPT -> TTS pipeline.
 - Designed the physical interaction and trust model: a three-button interface, hardware-level microphone mute with visible status, deliberate device-vs.-cloud processing tradeoffs, and a WebRTC voice link to a remote device or browser twin.
- **Forkast.me | 2025-Present | Founding CTO & Product/UX Lead**
 - Lead hands-on product, UX, and technical direction for an AI-powered customer intelligence platform adopted by 100+ businesses, supporting 6,500+ tracked in-person interactions and 3,500+ completed customer journeys since January 2026.
 - Defined the end-to-end mobile journey from in-venue QR/NFC scan through progressive, consent-aware data capture to Google Review, Instagram, or WhatsApp actions, achieving a 58% scan/tap-to-completion conversion rate.
 - Created a configurable cross-channel experience platform with reusable templates, branching logic, dynamic variables, and place-aware previews; built a bilingual conversational analytics UX with entity references, multi-turn context, and inline charts.
- **Google's Talking Shoe | 2013 | Technical Lead with Zach Lieberman & YesYesNo**
 - Led custom hardware and co-designed an ambient interaction model that translated real-time movement into character-driven audio feedback and shareable GIF badges; produced 80+ devices through rapid iterations for SXSW and Cannes Lions and received a Webby Award.

- **Air Quality Egg | 2011-2013 | Co-founder, Conceptual & Technical Lead**

- Co-founded an open-source IoT environmental sensing platform; led hardware, firmware, wireless integration, manufacturing, and sales; raised \$144K on Kickstarter and earned Best of Kickstarter 2012.

Partner, Product & Engineering | Planeta

New York, NY | 2015-2018

- Led multidisciplinary product and engineering work for consumer-facing creative tools, translating ambiguous partner goals into shipped hardware and software experiences.
- Managed development of GIPHY Cam for Android, aligning design and engineering around interaction quality, delivery, and technical execution.
- Developed full-stack experiences including MTV Bumps Canvas and directed rapid prototyping across mobile, web, and connected-device concepts.

Assistant Professor, Media Design | Parsons School of Design

New York, NY | 2011-2015

- Taught graduate-level courses in Internet of Things, creative computation, physical computing, and interactive prototyping; mentored emerging designers and engineers building experimental hardware-software systems.

EDUCATION

MFA, Design and Technology | Parsons School of Design | 2010

BA, Technocultural Studies | University of California, Davis | 2008

BA, Music Composition | University of California, Davis | 2008

SELECTED RECOGNITION

TIME Best Inventions 2021 & 2022 - Infinite Objects | Webby Award - Google's Talking Shoe | Best of Kickstarter 2012 - Air Quality Egg | Koeln Design Preis, First Prize (International) - Citizen Sensor | Intel Grant Awardee | StartupPeru 2025 Winner

Selected speaking: SXSW Interactive | TEDx | United Nations Development Programme | World Maker Faire | Citizen Cyberscience Summit

TECHNICAL & DESIGN DEPTH

Product strategy, interaction design, UX systems, information architecture, user research integration, usability testing, functional prototyping, design systems, generative AI and LLM APIs, conversational UX, video processing workflows, JavaScript/TypeScript, React/Next.js, Node.js, PostgreSQL, APIs, cloud infrastructure, MCP, C++/openFrameworks, Python, Android, embedded Linux, ARM/AVR, PCB design, BLE/Wi-Fi/RF, sensors, manufacturing, and technical documentation.