

SAAVEDRA_CV - 2026 H2

TABLE OF CONTENTS

JOSEPH SAAVEDRA

EXECUTIVE PROFILE

EXPERIENCE

Founder & CEO | Infinite Objects, Inc.

Independent Product, UX & Hardware Developer

Partner, Product & Engineering| Planeta

Assistant Professor, Media Design | Parsons School of Design

EDUCATION

SELECTED RECOGNITION

TECHNICAL & DESIGN DEPTH

JOSEPH SAAVEDRA

AI Product & UX Systems Designer

Brooklyn, NY | 646.334.5377 | saavedra@jos.ph | jos.ph

EXECUTIVE PROFILE

Hands-on designer with 15+ years taking complex digital and physical-digital products from zero to scale, now focused on agent experience, bilingual conversational analytics, and ambient voice AI. Created Infinite Objects' patented no-interface Video Print experience and shipped products and interactive experiences with partners including Google, Adobe, CAPCOM, & more. Brings interaction craft, research, technical fluency, and cross-functional influence to make complex systems simple, trustworthy, and measurable.

Core strengths: AI & conversational UX | Interaction design & UX systems | Research & prototyping | Agent experience design | Hardware-software interaction | Product strategy | Cross-functional influence & mentorship

EXPERIENCE

Founder & CEO | Infinite Objects, Inc.

New York, NY | 2018-2026

- Scaled the business to 200K+ units shipped across 90+ countries and \$14M+ in revenue; achieved .NPS of 87 by prioritizing clarity and emotional resonance over feature complexity; entered an acquisition agreement with team from Niiro Art and Anders Electronics; full company handoff in progress.
- 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.
- Designed the first-use interaction around a Hall effect sensor and a magnet hidden in the packaging: on a product with no buttons or switches, the display remains off in the box and turns on instantly in the customer's hands. Iterative testing of unboxing prototypes established this zero-instruction reveal, which became a frequently shared part of the customer experience, and organic social marketing flywheel.
- Built and mentored the product design, graphic design, and engineering teams within a 35-person cross-functional organization spanning five states and three continents.
- Raised \$11M+ from Courtside Ventures, Serena Ventures, Dapper Labs, Betaworks, Sound Ventures, Kevin Durant, and others; secured three utility & design patents; built a 100+ brand, agency, and event partnership ecosystem spanning Google, NBA, YouTube, TikTok, Bleep, Mattel, Sotheby's, and leading creators.
- Designed the cloud rendering, order-ingestion, and fulfillment platform that generated production-ready video renditions at scale; launched a third-party API for external content platforms.
- 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 55 one-of-one Video Print awards and ship them within weeks.

Independent Product, UX & Hardware Developer

Brooklyn, NY | 2010-Present

- **RenderMark.app (2025-Present) - Founder and sole contributor**
 - Designed and shipped a markdown-to-document publishing platform built agent-first: a 17-tool MCP server, an open-standard agent skill, and a remote MCP endpoint enabling AI agents (Claude, Cursor, Codex, ChatGPT) to render, export, publish, and share documents autonomously.
 - Applied UX-systems practice to agent experience design — intent-to-tool decision mapping, contextual defaults, self-orientation tooling, and explicit-confirmation patterns for destructive actions — treating the AI agent as a first-class user with its own interaction model; shipped the full product surface solo, from web app (Next.js/PostgreSQL/Stripe) to VS Code extension, CLI, and agent plugin marketplaces.
- **Stealth AI hardware startup (2026-Present) - Zero-to-one fractional product engineer**
 - Designed and built the working prototype of an ambient voice-AI appliance — a no-login, self-healing device that streams a live nature soundscape and layers spoken LLM conversations over it through an offline keyword recognition → Whisper → Claude/GPT → TTS pipeline, ducking the soundscape to a quiet bed under the voice rather than interrupting it.
 - Designed the physical interaction and trust model: a three-button control surface, hardware-level microphone mute with a visible indicator, deliberate on-device vs. cloud processing tradeoffs, and a WebRTC voice link pairing the device with a remote device or browser twin.
- **Forkast.me (2025-Present) - Founding CTO & Product/UX Lead. Lima, Peru / Remote**
 - Led hands-on product, UX, and technical direction for an AI-powered customer intelligence platform adopted by 100+ businesses, supporting 6,500+ tracked IRL interactions and 3,500+ completed customer on-boarding since launching in January 2026.
 - Defined the end-to-end mobile service journey from in-venue QR/NFC scan through progressive, consent-aware data capture to one-tap Google Review, Instagram, or WhatsApp actions; instrumented channel, session, and table/register placement to connect offline behavior with measurable conversion, achieving a 58% scan/tap-to-completed-journey conversion rate since launch.
 - Created a configurable experience platform that lets each business and location compose its own web, WhatsApp, and loyalty journey using reusable templates, branching logic, dynamic variables, channel-specific CTAs, and place-aware live previews - without requiring separate one-off builds.
 - Built a bilingual, entity-aware conversational analytics UX with business and location mentions, multi-turn context, and inline charts - making operational data accessible without dashboard or query expertise.
 - Recognized as a StartupPeru 2025 winner.
- **Google's Talking Shoe (2013) - Technical Lead, in collaboration with Zach Lieberman & YesYesNo. Brooklyn, NY**
 - Led custom hardware and co-designed the ambient interaction model: an Android application classified real-time movement data and mapped walking, jumping, kicking, sitting, and twirling to character-driven audio feedback and shareable GIF badges; produced 80+ devices across rapid iterations for SXSW and Cannes Lions and received a Webby Award.

- **Air Quality Egg (2011-2013) - Co-founder, Conceptual & Technical Lead. New York, NY**
 - 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 Talking Shoe • Best of Kickstarter 2012 - Air Quality Egg • Koeln Design Preis, First Prize (International) • Citizen Sensor | Intel Grant Awardee

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

TECHNICAL & DESIGN DEPTH

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

