Joseph Toscano

hello@josephtoscano.io
josephtoscano.io
631-306-4179

Award-winning product designer and engineer with a passion for creating impactful visuals and thoughtful user experiences.

Latest Experience

FanDuel Casino – Senior Product Designer

JAN 2022 – PRESENT • NEW YORK, NY

- Lead high-impact, end-to-end design initiatives for exciting user-facing features on a mobile casino app–one of which drove a 38% increase in content engagement, exceeding key performance targets in both revenue (GGR) and retention rates (GRR).

- Drive quality and consistency across 12+ high-impact projects through iterative testing, ensuring design system adherence and pixel-perfect execution. Regularly pitch solutions and influence stakeholders through compelling storytelling and clear design rationale.

- Facilitate workshops with key stakeholders to align on business goals, drive execution, and streamline decision-making. Champion cross-functional collaboration by leveraging my engineering background to bridge the gap between design and development, occasionally contributing to front-end implementation.

- Developed structured Figma templates, a component library, and UI guidelines that improved design efficiency by 30% and boosted cross-functional consistency across UXD and engineering teams, with handoff error rates reduced by 20%.

- Mentor and coach 5+ designers, fostering a culture of innovation through structured feedback, knowledge-sharing sessions, and hands-on guidance–contributing to measurable improvements in design velocity and quality.

Sierra Nevada Corporation – Senior Product Designer

MAR 2021 – DEC 2021 • REMOTE

- Demonstrated extensive knowledge of both UX/UI design skills; leveraged user behavior research to create user flows and working prototypes for internal enterprise software applications Worked closely with engineering team in Agile sprints; clearly articulated design decisions and process to stakeholders during sprint demonstrations, while proactively seeking feedback.

Mission Disrupt – Lead UX/UI Designer & Engineer

OCT 2019 – MAR 2021 • HUNTINGTON, NY

- Led cross-functional brainstorms and problem solving sessions; partnered with content strategists and engineers to ensure a consistent and cohesive experience for all user-facing products. Involved in all aspects of product development; translated problems and broad concepts into intuitive, cross-platform, user-centered experiences across a variety of industry verticals.

Awards & Recognition

🏆 2024 G.O.A.T. ALL-STAR AWARD

Recognized in FanDuel's companywide employee recognition program for outstanding contributions to the FanDuel Casino product and overall design excellence.

🏆 2024 TECH & PRODUCT HACKATHON WINNER

Key contributor to the winning team in the Exploring Transformational Technology category, leveraging design expertise to drive innovation, while personally delivering a compelling presentation pitch to company leadership.

Skills

USER EXPERIENCE

User research • Competitive analysis Product roadmap • User journeys User flows • Information architecture Wireframes • Flowcharts • Task flows Advanced prototyping (variables, conditional logic) • Usability testing A/B testing • Accessibility auditing

DESIGN

User experience design • User interface design • Interaction design • User-centered design • Visual design Design systems • Design tokens Logo design • Brand style guides Data visualization • Pixel-perfect design Human Interface Guidelines • Material Design 3 • Accessible design

ENGINEERING

HTML • CSS • LESS • SASS • JavaScript React • Next.js • PHP • WordPress • Git

TOOLS

Figma (Advanced prototyping, Interactive components, Dev Mode) FigJam • Sketch • Adobe XD • Adobe Photoshop • Adobe Illustrator • Jira Confluence • React Native • Material Design Components • Midjourney

STRENGTHS

Strategic thinker • Collaborative partner Detail-oriented executor • User-obsessed • Fast-paced & adaptable

COMMUNICATION

Storytelling • Design rationale Stakeholder alignment • Executive presentations • Pitching ideas

LEADERSHIP

Mentorship & coaching • Workshop facilitation • Team collaboration ceremonies • Process development