

Joe Trohoski

DIGITAL PRODUCT & EXPERIENCE LEAD

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PROFESSIONAL SUMMARY

Digital product and experience lead who turns business needs, user feedback, and complex workflows into clear, useful products. Combines UX judgment, product ownership, startup operations, visual design, and financial fluency. Directs AI-assisted implementation while remaining focused on customer experience, priorities, quality, and measurable outcomes.

SELECTED DIGITAL PRODUCT WORK

Independent Digital Product & Experience Lead Web and Android Products | South Florida | 2026-Present

- Own product concepts, requirements, UX, priorities, QA, feedback, releases, and agent delivery.
- Designed BYO.BAR's end-to-end business system for booking, deposits, staffing, purchasing, event costs, margins, invoicing, and feedback.
- Defined and directed Local Leaf, an Android search experience covering 1,200+ stores and 650,000+ products, from concept through stable release.
- Designed a financial decision-support product that turns balances, payment dates, interest costs, and cash flow into visual guidance and personalized repayment recommendations.
- Released Worth Watcher, an Android financial widget; used feedback to add contextual motion that reveals hidden account controls without permanent instructions.

PRODUCT, EXPERIENCE & AI DELIVERY

Product & UX Ownership: Own outcomes, requirements, priorities, journeys, quality, releases, and iteration

Experience Design: Create clear interfaces, visual workflows, contextual guidance, and intuitive operational tools

Agent-Directed Delivery: Direct Codex, Claude, and Cursor; supervise decisions and validate results

CAPABILITIES

Product & UX: Product strategy, requirements, workflow and interaction design, user feedback, cross-device QA, analytics, Trello and Basecamp

Business & Creative: Client leadership, vendor coordination, budgeting, Excel, QuickBooks, Adobe Creative Suite and Google Workspace

Supporting Technical Fluency: GitHub, APIs, JSON, hosting, domains, deployments, authentication, access controls, backups and troubleshooting

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SELECTED OPERATIONS & STARTUP LEADERSHIP

Founder & Operations Lead **RenderingZ.com** | Remote

- Founded and grew a successful creative-services startup serving Ball Homes, Taylor Morrison, Black & Decker, and other residential, commercial, and product brands.
- Owned client acquisition, quotes, service contracts, bookkeeping, invoicing, accounts receivable, collections, contractor payments, remote teams, and delivery.
- Built an Excel financial model that converted quoted revenue, client payments, and outsourced production costs into essential project and business metrics.

Affluent Client & Credit Operations **Bank of America and Citibank Operations Centers** | Florida

- Managed affluent-client relationships and broad account needs spanning credit, fees, retention, issue resolution, and relationship continuity.
- Earned Citibank's 100% Quality recognition for accurate, policy-compliant handling of customer credit requests; also worked with FDES and internal banking systems.

Lead Designer, Web Deployment & Audience Growth **Selected Early-Stage Companies** | Miami Beach

- Led web, advertising, recruitment, and production design for Global Travel & Trade, a six-person travel startup.
- Independently designed, built, and deployed real-estate marketing websites through Caio Bella.
- Managed two social media accounts for an independent media startup with a combined audience of 80,000+.

LEADERSHIP SCOPE

Decision Ownership: Set priorities, business rules, workflow requirements, quality standards, and release criteria

Cross-Functional Delivery: Coordinate agents, vendors, remote teams, clients, and technical partners

CREDENTIALS

Bachelor of Science in Photography | The Art Institute of Pittsburgh

Technical Certificate | Defense Information School (DINFOS) | Fort Meade, Maryland

Photographer's Mate, Petty Officer Third Class (E-4) | United States Navy | VP-16

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