

Joseph Pagan.

Director / Principal Product Designer / UX Design Director

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ROLE	BASE	METHODOLOGY	PROOF	AVAILABLE
Principal PD / UX Director	Miami / Remote	Agentic UX (5 to 8x*)	8 awards in 2025	Director, Head of UX, Principal

01 PROFILE

I lead UX on Baptist Health South Florida's Digital 2.0 program at Sogeti, where the team I lead won 8 healthcare design awards in 2025, including six Platinum from DANDA and the eHealthcare Leadership Awards. At Sogeti I led the development of an Agentic UX SDLC delivering an estimated 5 to 8x speed gains across enterprise engagements, and authored Sogeti's playbook for designing agentic AI in clinical and patient-facing contexts. I work as a player-coach: I design in Figma, prototype in code (React, React Native), and treat accessibility (WCAG 2.2 AA, Section 508) and HIPAA-aware patterns as baseline.

02 EXPERIENCE

Sogeti (Capgemini)

OCT 2024 / PRESENT

North America Director / Agentic UX Design Lead

MIAMI, FL

- Lead UX on Baptist Health South Florida's Digital 2.0 program, including the award-winning PineApp 2.0 patient experience.
- Led the UX team that won 8 healthcare design awards in 2025, including six Platinum from DANDA and the eHealthcare Leadership Awards.
- Led the development of Sogeti's Agentic UX SDLC delivering an estimated 5 to 8x speed gains across enterprise engagements through context engineering, AI-assisted prototyping, and parallelized workflows.
- Authored Sogeti's playbook for agentic AI in clinical contexts and set design system governance (tokens, components, WCAG 2.2 AA, Section 508, HIPAA-aware patterns) wired into engineering workflows.
- Recognized with the GEM Award from Sogeti / Capgemini for outstanding contribution.

Next Level Marketing

NOV 2017 / APR 2024

Director of Design and Development

MIAMI, FL

- Built and ran the combined design and front-end engineering function across more than 50 client engagements.
- Redesigns averaged a 30% lift in conversion through research, journey mapping, and disciplined experimentation.
- Owned the design system, component library, and front-end stack (React, React Native, Webflow, Shopify).
- Hired, coached, and grew designers and front-end engineers; set the operating model for the practice.

EARLIER Senior design, UX, and front-end leadership across the prior two decades.

03 AWARDS & RECOGNITION

DANDA AWARDS • BAPTIST HEALTH PINEAPP 2.0 • 2025

PLATINUM	Mobile Application
PLATINUM	Patient Portal
PLATINUM	Mobile Website
SILVER	Responsive Design (Web & Mobile)

EHEALTHCARE LEADERSHIP AWARDS • BAPTIST HEALTH PINEAPP 2.0 • 2025

PLATINUM	Best Overall Digital Patient Experience (Healthcare System)
PLATINUM	Best Overall Digital Patient Experience, Web Portal
PLATINUM	Best Mobile Experience (Healthcare System)

DIGITAL HEALTH AWARDS • BAPTIST HEALTH PINEAPP 2.0 • SPRING 2025

BRONZE	Patient Portal
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SOGETI / CAPGEMINI INTERNAL

GEM AWARD	Outstanding contribution
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04 METHODOLOGY / STACK

PRACTICE	Agentic UX Design		AI UX SDLC		Divergent Design		Design Systems		Healthcare UX (HIPAA, WCAG 2.2 AA)								
TOOLS	Figma		Adobe CC		React		React Native		TypeScript		Webflow		Claude Code		Codex		MCP
PROCESS	Agile		Lean UX		Dual-track discovery		Engineering partnership		Player-coach leadership								

05 EDUCATION / CERTIFICATIONS

EDUCATION

The Art Institute of Fort Lauderdale	BS, Media Arts & Animation	1997 / 2001
BrainStation	Web Development	2022 / 2023

CERTIFICATIONS

Design Thinking for Innovation	University of Virginia	2025
Mastering UCD with Generative AI	Fractal Analytics	2025
+ 8 additional licenses & certifications	Full list on LinkedIn	

NOW Open to Director, Head of UX, Principal, and Global Design Leader opportunities.

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