Iri Hoxha

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Senior Product Designer and Design Engineer with 10+ years of experience building products from zero to one as the founding designer at two startups.

Experience

Swayable (Worldview Inc.)

Senior Product Designer · Mar 2024–Present
Product Designer · Oct 2020–Mar 2024
Design Consultant · Dec 2019–Oct 2020

Swayable is a B2B research technology platform that uses scientific rigor and AI to measure how media content shifts human opinion. Its clients include Anthropic, OpenAI, Meta, and Amazon, alongside agencies, foundations, and political campaigns around the world.

As the founding product designer, I have designed and shipped much of the core product: navigation, results and insight visualizations, and the respondent-facing experiences that capture reactions to video and written media. That work carried into the AI-powered features we shipped with engineering: toplines and slide presentations that summarize results, a conversational interface with Swayable AI, and a new Tracker product that brings qualitative and quantitative insights together. All of it runs on a design system I created from the ground up, much of which I implemented in the codebase.

Over six years, as Swayable grew several times over in clients and headcount, I remained its only designer, and my role grew into design engineering: starting from a brief, I take a problem through research, prototyping, and specs, then work alongside the five to ten engineers building it, owning UX review and QA through to production. I ship the smaller features and polish myself, and I led the team's adoption of AI-assisted prototyping and coding, writing rules and workflows that senior engineers now use.

Leadership has described me as a "force multiplier" for the team, and major clients describe the core product UX as "one of Swayable's competitive advantages."

HEVO Inc.

Vice President of Design · Aug 2018–Aug 2019
Founding Product Designer · Dec 2016–Aug 2018
Design Consultant · Oct 2016–Dec 2016

HEVO builds wireless charging infrastructure for electric vehicles and autonomous fleets.

For my first project, I worked with leadership on a foundational overhaul of the brand identity, including a new logo and a design language across software, hardware, and marketing. That language carried into the product suite: in collaboration with software and hardware teams, we shipped the HEVO mobile app for iOS and Android, a unique graphical interface for the HEVO charging system hardware, and a web platform where clients manage their charger fleet and monitor energy consumption.

As the role grew, I owned the design budget, OKRs, and milestones, and co-authored three active hardware design patents. Near the end of my term at HEVO, I led the product through its first live test deployments in the field with automotive OEMs.

Additional Relevant Experience

Communication Designer at **The ALIX Experience** · Dec 2015–Aug 2016, Part-time Consultant
Communication Designer at **Alexapath** · Jun 2016–Aug 2016, Internship
Web Designer at **Giant Films** · Jun 2015–Jun 2017, Internship and Part-time Consultant
Publication Designer at **SO Architecture** · Aug 2015–Dec 2015, Internship
Co-Founder, Designer & Editor-in-Chief at **InfoMedia Albania** · Oct 2010–Mar 2015

Education & Certifications

Bachelor of Technology in Communication Design · New York City College of Technology (CUNY) · 2013–2017 · Magna Cum Laude

Beyond Coding Fellowship, NYC Tech Talent Pipeline (2016)

Certified in Italian Language from Università per Stranieri di Perugia (2010)

Skills

Product Design, UX Design, Interaction Design, User Research, Information Architecture, Wireframing, Prototyping, Design Systems, Design Tokens, Data Visualization, Motion Design, Animation, Brand Identity, Accessibility, Front-End Development, TypeScript, JavaScript, HTML, CSS, Tailwind, React, shadcn, Vue, Nuxt, Astro, Git, Cypress, QA, AI-Assisted Design and Development, Agentic Workflows, Cursor, Claude, Codex, Figma, Framer, Rive, After Effects, Adobe Creative Suite, Webflow, English, Albanian, Italian

Hobbies and interests include tech gadgets, self-hosting, linguistics, gaming, aquascaping, Formula 1, Eurovision, finance, global media landscape, broadcasting technologies, volunteering, privacy advocacy, and being the go-to family tech support.