

Joe Nangle

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A design and user research leader who has repeatedly turned qualitative and quantitative insight into funded ventures and successfully scaled programs. Joe melds business management, UX, and customer development skillsets with a sustainable systems perspective rooted in the Transition Design methodology developed at Carnegie Mellon. His work has secured three multi-million-dollar venture seed investments (one as co-founder), thousands more solar installations, \$10M+ of cost efficiencies, and more, delighting customers, colleagues, and clients around the world.

EXPERIENCE

MACH49 (PORTFOLIO T VENTURE STUDIO) | CX PRINCIPAL
2022 – 2024 | SF/NY/Remote

- As co-founder of Habitats.ai venture, led research and prototyping for a novel, low-cost sensor & data stack that enables unprecedented site-level understanding of habitats and their biodiversity.
- Planned and executed field research trips (solo and team) to Amsterdam, the Brazilian Amazon rain forest, Leiden, Saudi Arabia, and more.
- Recruited, scripted, led, and synthesized customer and expert interviews to reveal critical insights and intelligence.
- Facilitated venture team brainstorming and discussion through domain, impact, and challenge framing.
- Led iterative storyboarding and prototyping to find solutions for acute and addressable customer pain.
- Developed compelling pitches and collateral for seed funding (100% approval rate, \$1.5M+ average seed investment).

SUNRUN (US RESIDENTIAL SOLAR) | CX PROGRAM MANAGER
2015 – 2019 | SF, CA

- Managed Verification Call program from conception to national scale and adoption for all newly enrolled customers.
- Over 95% of Sunrun's 100,000+ new customers per year now complete a Verification Call.
- Tracked and analyzed data to prove a 16-point increase in NPS and 10% greater likelihood of system activation among customers who completed the call.
- Designed and implemented Salesforce-integrated data-capture process with question-level score capture, audio recording, deal-approval process integration, and automated scripting for phone support team.
- Promoted from inside sales (\$3.5M+ annual revenue) to founding member of Customer Realization and Experience team.

CMU SCHOOL OF DESIGN | RESEARCH ASSISTANT

- Supported Professors Lockton, Ortega Pallanez, and Scupelli with class preparation, grading, and facilitation.

SKILLS

QUALITATIVE

5+ YEARS: USER RESEARCH | SOLUTION DEVELOPMENT | SYNTHESIS
3+ YEARS: TRANSITION DESIGN | CUSTOMER DEVELOPMENT |
SYNTHETIC INTERVIEWING | LLM-ACCELERATED DOMAIN FRAMING

QUANTITATIVE

ArcGIS • Excel • Git • Basic CSS, R, Python

EDUCATION

CARNEGIE MELLON

MASTER OF ARTS, DESIGN
2020-2021 | Pittsburgh, PA
GPA: 3.85 / 4.0

BOSTON UNIVERSITY

BACHELOR OF SCIENCE, MANAGEMENT
Questrom Honors Program
Dean's List (All Semesters)
Environmental Policy & Analysis minor
Magna Cum Laude GPA: 3.65 / 4.0

COURSEWORK

CMU MA

Transition Design: **Team Medium Posts**
Design that Lasts: **Team Medium Posts**
Design for Climate Change: **CLA**
Interaction Design: **Shirley App**
Prototyping: **GreenChoice Energy Bill**

PRESIDIO MBA

Principles of Sustainable Management
Quantitative Methods
Managerial Accounting
Implementation of Sustainable Practices

TOOLS & PLATFORMS

Adobe Creative Suite, Calendly, Figma, Google Suite, LinkedIn Sales Navigator, Miro, Qualtrics, Slack, UserInterviews, Zapier

LINKS

LinkedIn: [/in/joenangle](#)
Portfolio: [joenangle.com](#)
Medium: [@joenangle](#)