

JOSH WRIGHT

ux • product

Accomplishments

- In collaboration with Google and Make, led mobile UX to streamline the digital learning experience of MakerCamp.com.
- Pioneered UX and design thinking practices at O'Reilly, a Fortune 300 company, leveraging stakeholder buy-in into an enterprise-wide style guide and usability focused redesign of 40+ web applications used by 80k employees at 6k stores.
- Spearheaded the successful launch of a corporate intranet for LegalZoom, a global enterprise company, aligning the goals of dozens of executive stakeholders across verticals and time zones to ensure successful employee adoption.

Skillset

Product ideation, UX strategy, design systems, voice design, Agile/Lean methodology, mobile, responsive/adaptive, rapid-fire prototyping, user testing (usability, A/B/N, demand), user research, client relations, Sketch, Invision, Zeplin, Abstract, Adobe CC, Advanced CSS/HTML, the subtle art of diplomacy

Experience

LegalZoom

Lead UX Designer | Jan 2018 - present

Senior UX Designer | Feb 2016 - Dec 2017

- **Innovated the trademark search experience** by integrating machine learning technology to simplify the search process and rank results in an intuitive way. Validated ideas throughout an iterative process via qualitative usability and demand testing, ensuring that customers could easily assess availability and make informed decisions.
- Uncovered a need for a B2B voice product via domain research. Leveraging an existing relationship, partnered with VP of Engineering to **build a prototype on the Amazon Echo for demand and usability testing**. After getting buy-in from multiple stakeholders and pitching the prototype to the Innovation Board, it was added to the product roadmap.
- **Established a cross-vertical design system** based on atomic design principles to streamline the asset delivery pipeline between the Creative, UX, and Engineering teams. Led all education on best practices via hands-on workshops.
- **Co-founded the UX internship program**, leading the mentoring and education of fledgling UX professionals.
- **Delivered time-sensitive UX strategy and UI design** of 140 screens for Estate Plan, LegalZoom's first iOS app.

Make:

Senior UX/UI Designer | Jun 2014 - Jan 2016

- **Led all product, UX, and marketing design** for MakerSpace, a social media platform catering to the DIY hobbyist and STEAM market. Leveraging community data for feature ideas, my design process was lean, iterative, and collaborative. Each week I pitched my designs and product ideas to the CEO to ensure alignment on the roadmap.
- **Increased conversion and usability** via qualitative moderated and unmoderated testing on all brand properties.
- **Delivered time-sensitive UX and UI design** in collaboration with Google for the mobile experience of MakerCamp.com.

O'Reilly Auto Parts

UX/UI Designer | Feb 2012 - Jun 2014

Senior Software Engineer | Jun 2010 - Jan 2012

Software Engineer | Dec 2009 - May 2010

- **As a team of one, pioneered and evangelized the UX practice** in the organization through prototyping and stakeholder alignment, building out an enterprise-wide design system. This practice and the system are still in wide use today.
- **Oversaw the rollout of the Clover design system**, which was applied to 40+ enterprise-wide apps, from multi-year initiatives to simple forms. All apps had their flow and interactions reworked based on user testing and feedback.
- **Spearheaded the comprehensive redesign of a Benefit Enrollment process** used by 80k employees. These improvements resulted in a 95% drop in support calls and an annual savings of \$10k+.