JOSHUA BLOOM

**PRODUCT
(HARDWARE/SOFTWARE)
LEADERSHIP**

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Guiding product development while building high performing teams is what I live for.

SKILLS

Systems Thinking	User Experience	Software Development
Product Leadership	Rapid Prototyping	Idea Generation/Refinement
Team Building	Iterative Project Cycles	Product & Service Roadmaps

EXPERIENCE

Dec 2017- Current
Chief Product Officer - Wrap.co

Rebooting Wrap the company with a small team of investors.
- Building and executing a roadmap to shift from a general purpose platform to a focused B2C platform integrating core business needs for our customers (employee onboarding, customer onboarding, customer support).
- Leading the product and technology disciplines until we can scale the technology team and allow me to focus 100% on product.
- Developed KPI's and automated analytics systems to track and chart our growth.
- Simplified the product by removing functionality and features to enable hyper-focus on Telcos, our fastest adopting customers.

May 2017 - Dec 2017
Director of Product Development - Method (the consultancy, not the soap co.)

Method takes a Business, Brand, & Technology approach to helping our clients launch innovative products and services. Major client: Rockwell Collins
- Partnered with client teams to help move innovative product design out of the concept stage and into customer hands as quickly as possible.
- Taught product management tools and techniques to my client stakeholders.

Oct 2015 - February 2017
VP of Product Platform - Wrap

Wrap is a web based SAAS application, allowing users to create card based mobile applications from templates. Wrap was designed to allow users to make business applications in minutes without a dedicated design and development team.
- Led the evolution of the Wrap platform from a designer focused SAAS authoring tool to an extensible platform with an easy to use API.
- Specified and built demonstration systems to accomplish specific business goals. Major U.S. mobile carriers adopted these example systems and saw a phenomenal 13% growth in sales within their call centers.
- Developed a new class of "custom components" which allowed users to build their own components inside of wraps using HTML5 and our wrap javascript library.

July 2014 - Oct 2015
VP of Product - SKULLY

SKULLY created the world's first heads up display enabled motorcycle helmet with a built-in 180° rear view camera to help you ride safer and more aware.
- Grew SKULLY from a 5 person seed stage startup into a 46 person company.
- With our CEO, I crafted, pitched and helped land our Series A funding round of $11M dollars, led by Walden Riverwood Ventures and Intel Capital.
- Managed the backlog of all hardware and software products.
- Drove design and engineering teams to deliver everything from helmet parts, in helmet UI, mobile applications and websites to shipping boxes and sales collateral.
- Led the design and engineering teams until internal leadership was in place and the teams were self sufficient.

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EXPERIENCE

Sept 2012 - July 2014
Creative Director - Samsung UXCA

SAMSUNG

As Creative Director, I built and led a specialized multidisciplinary team chartered with designing and prototyping a vision of mobile computing that is 3 to 5 years ahead of the competition. The designed experience encompassed mobile, tablet, television, and new wearable form factors, all working together to create a delightful holistic experience for our customers.

June 2007 - Sept 2012 - frog (frogdesign)
Associate Creative Director (Nov 2011 - Sept 2012)
Associate Technology Director (Sept 2009 - Nov 2011)
Senior Design Technologist (June 2007 - Sept 2009)

frog

Major clients include: Disney (Magic Band), Samsung, AT&T, ABC, Lexus, Google (GoogleTV), HP (Sprout), Better Place, Adobe, Intel, Proctor & Gamble

As Associate Creative Director, I built and led teams that demonstrated the power of a multidisciplinary approach. I was responsible for facilitating alignment across business units and technical stakeholders. In this role I helped deliver innovative products and services to clients with an actionable roadmap for implementation. Additionally, I served as mentor to our technologists, guiding their evolution into design thinkers.

As Associate Technology Director, I was responsible for leading one or two highly designed software development projects at a time. I also helped to define/document best practices for development and delivery as well as for the day-to-day operations, utilization rates, and personnel management of a diverse team of Technical Architects and Design Technologists. I actively participated in business development efforts such as proposals, pre-sales meetings, project estimation/scoping activities, and resource allocation.

As a Senior Design Technologist, I provided high-fidelity implementation and creatively enhanced the vision of the interaction and visual design. In this role, I bridged the gap between design and technology by providing technical guidance during the design process. My recognized strength was finding creative ways to realize the design intent while side stepping technical barriers.

Dec 2005 - June 2007
Field Engineer - Enpocket (Nokia)

enpocket

Mobile software development for Enpocket, an early leader in mobile marketing and community building. Development was focused on networked interaction with a large user base. Our white label systems powered the early mobile versions of Match.com and other dating platforms, while our ad serving platform brought local offers (McDonalds/Starbucks) to early adopters using WAP browsers!

Enpocket was purchased by Nokia to help build out the Nokia mobile advertising platform.

Dec 2005 - June 2007
Software Developer - CASE (D.O.T)

Designed and built web based mapping applications for various government clients including the Office of Pipeline Safety, Federal Highway Administration, Federal Transit Administration, FAA and others. The main system was a database of pipelines and the related federal, state and local regulations that needed to be consulted when performing inspection and upgrade work on the pipes. Interestingly, these pipelines are constantly sold between companies and figuring out who owns and is responsible for their maintenance is the hardest part of the whole system.

Championed the adoption of open source technologies and helped move development off of expensive closed source systems like Oracle databases and .NET application servers to the LAMP stack.

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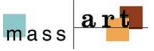**PHONE:**
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EDUCATION

Massachusetts College of Art
Boston, MA (2001 to 2005)
Bachelor of Arts (B.A.) Industrial Design

Returned to school to learn Industrial Design while working full time as a software engineer.

University of Massachusetts Amherst
Amherst, MA (1995 to 1996)
Studied Electrical Engineering

Began studying electrical engineering, but left to join the fun of the first internet boom.

AWARDS

DARPA Directors' Coin
August 2013

The Defense Advanced Research Projects Agency (DARPA) Director's coin recognizes those individuals who have helped DARPA fulfill its mission to conceive, explore, and demonstrate advanced and breakthrough concepts and technologies.

MITX Award

Two MITX awards for my work with POPstick in the "HIGH TECH" and "ONLINE ADVERTISING" categories.

SELECTED SPEAKING ENGAGEMENTS

"Utopias and Speed"
Sketching in Hardware 2015

"The Art of Storytelling in Design"
Idean UX Summit No 15

"Sketch to Prototype to Product"
Sketching in Hardware 2012

"Rethinking the Digital Prototype"
SXSW Interactive 2009

Civil Society 2.0 Inaugural TechCamp
U.S. Dept of State Santiago, Chile