

Josh Wright

Designer and strategist focused on making complex systems feel simple. 15+ years shipping products for real people at real scale.

portfolio at joshux.com

hello@joshux.com

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Austin, TX

SELECTED HIGHLIGHTS

0→1 product - Designed the Interview on Demand product at **Indeed**, cutting time to first interview from 16 days to 22 minutes. Led UX through launch, scaling from pilot to product with 86% trial-to-paid conversion, 4.5x industry benchmark.

Redesign at scale - Redesigned **AXS** mobile ticketing app (55M users). Improved successful entry by 68%, ticket revenue by 13%, and resale revenue by 20%.

Foundational research - Led first research initiative for **Cerebral** (\$4.8B startup), shaping their 2-year roadmap and lifting customer satisfaction by 26%.

EXPERIENCE

Indeed • Senior UX Designer (Design Lead) 2023 - PRESENT

Led UX on Smart Sourcing (\$500M AI recruiting product), unifying fragmented search workflows. Jobs with positive candidate responses increased by 29%.

Austin Center for Design • Instructor 2022 - PRESENT

Develop and teach UX Design courses including an 8-week AI Prototyping & Testing course; host, speak, and facilitate workshops both locally and nationally.

AXS • Senior UX Designer 2021 - 2023

Redesigned ticketing flow for 28 high-profile apps (incl. Coachella, LA Lakers, Wimbledon). Used research to align stakeholders and improve event entry.

LegalZoom • Principal UX Designer 2016 - 2021

Led UX for Ribbon, a stealth 0→1 startup testing freemium for LegalZoom's flagship LLC product. Worked cross-functionally to prototype a lightweight experiment that validated demand and gave leadership confidence to pursue the model.

Led UX design and rollout of first product integration and partnership with Google Workspace, achieving 7% adoption and \$2M revenue; mentored junior designers.

EARLIER EXPERIENCE

Maker Media (Make:) • Senior UX Designer 2014 - 2015

O'Reilly Auto • Senior UX/UI Designer 2009 - 2014

KEY SKILLS

Research & Strategy

Lean research • Product strategy • Stakeholder influence • Challenging assumptions

Execution

UX • Product design • Design systems • Prototyping • Usability testing • A/B testing

Leadership

Player/coach • Mentoring • Cross-functional collaboration • Building research practices

TOOLS & TECH

AI • Figma • FigJam • Dovetail • UserTesting • Cursor • Analytics

COMMUNITY

Advisory Board Member, Tulane University School of Professional Advancement

Guest Instructor, UX Design II course at Tulane University School of Professional Advancement

Guest Instructor, UX Research & Design course at UCLA Extension (2017-2020)