

# 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](https://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, helping drive 1,254% growth in adoption and 86% trial-to-paid conversion.

**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 - NOW

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 - NOW

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 challenge assumptions and improve event entry.

**LegalZoom** • Principal UX Designer 2016 - 2021

Promoted from Senior to Lead in 2018 and from Lead to Principal in 2019.

Led UX for Ribbon, a stealth 0→1 product testing freemium for the flagship LLC product. Scoped for learning over shipping. Project success led to promotion.

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

Research-driven strategy -  
Stakeholder influence -  
Challenging assumptions -  
0→1 product validation

### Execution

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

### Leadership

Player/coach - Mentoring -  
Cross-functional facilitation -  
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)