

JOSHUA LITCHFIELD

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PROFESSIONAL EXPERIENCE

Senior Product Designer for Vela at Seniorlink // AUG 2019 – PRESENT
Product team **thought-partner** and **design team lead** to help guide the long-term vision. Researched and implemented **usability testing**. Worked closely with senior leadership to design more flexible organizations to improve how permissions work, updating our **access control models**, and re-thinking the **organizational hierarchy**. Championed initiative and plan to have centralized internal documentation. Implemented **onboarding for designers**.

Product Designer for Vela at Seniorlink // AUG 2017 – AUG 2019
Sole designer for all backlogs. Champion of **Design System** for Vela Pro & Admin. Collaborated with PM and Engineering on **complete redesign of Pro web app**. Key contributions include **navigation overhaul**, new **questionnaire features**, and a **modern chat** experience.

Played key role in Pro CarePaths feature. Conducted **stakeholder interviews**, authored **user personas**, created storyboards, assisted in requirements. **Championed mini-viewer experience**, the cornerstone of the feature set.

UX Engineer at Startup Institute // MAR 2017 – JUL 2017
UX/UI, HTML and CSS for emails, landing pages, and marketing site.

Web Design Instructor at Startup Institute // AUG 2016 – JUL 2017

Visual Designer at Twine Health (acquired, FitBit) // JAN 2016 – JAN 2017
Feature work included creating user flows, wireframes, and mockups prototypes. **Overhauled calendar feature**. Completed **automated plan check-in feature**. UX/UI for health coach dashboard. **Redesigned iconography**; ~50 in total. **Redesigned website in one week**.

Web Design Student at Startup Institute // OCT 2015 – DEC 2015

UX/UI Designer at Sermo // JUN 2014–OCT 2015
Worked with PM to define MVP for market research web app, which included internally and externally facing experiences. Assisted in design of iOS app.

Web Designer at Sermo // MAR 2011 – JUN 2014

Graphic Design Intern at Harpoon Brewery // JAN 2009 – DEC 2009

EDUCATION

University of Massachusetts, Lowell // CLASS OF 2008
Bachelor of Fine Arts, Graphic Design

SKILLS & TOOLS

Expert Knowledge

Figma
Sketch
Photoshop
Illustrator
InVision
Design Systems
Agile
HTML5
CSS3

Working Knowledge

User & UX Research
Usability Testing
Service Design
DesignOps
Git
Sass

AWARDS

Owl Award, Startup Institute. 2016

Honoree, The One Hundred, Massachusetts General Hospital. 2011

INTERESTS

Cooking & Food
Documentaries
Technology
Learning Italian