

JOSHUA LITCHFIELD

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PROFESSIONAL EXPERIENCE

UX Engineer at Startup Institute // MAR 2017 – JUL 2017

UX/UI Design, HTML and CSS of all digital assets. Responsible for creating user flows, and designing emails, landing pages and marketing site.

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

This part-time course teaches the fundamentals of HTML, CSS, and the principles of responsive design. I also assisted in updating the curriculum.

Visual Designer at Twine Health // JAN 2016 – JAN 2017

Feature work included creating user flows, wireframes, and mockups to pixel perfect designs and prototypes. **Overhauled** calendar feature. Completed **automated plan check-in feature** from wires to production ready design. Designed **new health coaches dashboard UX/UI**. **Redesigned iconography**; ~50 in total. **Redesigned website in one week**. I completed projects for every department, which included print, web and product design.

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

UX/UI Designer at Sermo // JUN 2014–OCT 2015

Worked with Project Manager to define MVP for market research web app, which included internally and externally facing experiences. Designed and coded responsive emails. Assisted in design and reviews of iOS app.

Web Designer at Sermo // MAR 2011 – JUN 2014

Designed and coded landing pages and banner ads. Upon completion of campaign, I pulled and analyzed raw data then created metrics reports.

Notable clients included Bristol-Myers Squibb, Genentech, Janssen Pharmaceuticals, Microsoft, and Shire US.

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

NON-PROFIT EXPERIENCE

Co-founder at Mike McNeil Org. // MAR 2009 – PRES.

MMO has donated over \$175,00 to MGH and other non-profit causes. Our largest event is a 450+ person annual pub crawl. Designer for all merchandise, print, and web design. Team role includes planning and execution of all events.

EDUCATION

University of Massachusetts, Lowell // CLASS OF 2008

Bachelor of Fine Arts, Graphic Design

SKILLS & TOOLS

Expert Knowledge

Sketch
Photoshop
Illustrator
Invision
HTML5
CSS3
Responsive Design
Litmus & Email on Acid

Working Knowledge

Git & Github
Jekyll
Sass
Client Relations
Content Strategy

AWARDS

Owl Award, Startup Institute. 2016

Honoree, The One Hundred, Massachusetts General Hospital. 2011

INTERESTS

Cooking & Food
Mixology
Documentaries
Technology
Learning Italian