

JOSHUA LITCHFIELD

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Professional Experience

Principal Product Designer at Integrate Oct 2022–Present

Design System Lead. Oversee continuous improvement of process, quality, and best practices. Maintain a roadmap that aligns with the release cycle, authored governance process, and oversee all components to drive consistency and standards.

Executed product vision work for multiple efforts, including the annual Consumer Advisory Board and the **product redesign** that included user research with top enterprise customers, **resulting in multi-million cash funding** to build the vision.

Senior Product Designer at Integrate Oct 2021–Oct 2022

Design lead for the Design System, Insights, and Integrations products.

Senior Product Designer at Author by Humana Jan 2021–Oct 2021

Co-led a **gap analysis** that included stakeholder interviews, analysis, and synthesis. We identified **pain points and gaps** in the MVP, provided **usability rating scores by severity**, and recommended training and process improvements, which led to research and roadmap initiatives.

Senior Product Designer for Vela at Seniorlink (Careforth) Aug 2019–Jan 2021

Product team **thought-partner** and **design team lead** to help **drive 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 (Careforth) Aug 2017–Aug 2019

Sole designer for all backlogs and champion of the Design System. Collaborated with PM and Engineering on the **redesign of the Pro Web app**. Keystone features included a **navigation overhaul**, new questionnaire feature set, and a modern chat experience.

Played a key role in the **Pro CarePaths** feature: conducted stakeholder interviews, authored user personas, created storyboards, and assisted in requirements; championed a mini-viewer experience, the cornerstone of the feature set.

UX Engineer at Startup Institute Mar 2017–Jul 2017

Web Design Instructor at Startup Institute Aug 2016–Jul 2017

Skills

Expert Knowledge

Enterprise Design
Service Design
Design Systems
Systems Thinking
Jobs to be Done
OKRs & KPIs
User & UX Research
Usability Testing

Working Knowledge

DesignOps
Data Visualization
HTML5
CSS3

Passions

Product Innovation
Outcomes over Outputs
Task-Oriented UX
Object-Oriented UX
Natural User Interfaces

Awards

Honoree, *The One Hundred*,
Massachusetts General
Hospital. 2011

Interests

Cooking & Food
Documentaries
Learning Italian
Technology

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Visual Designer at Twine Health Jan 2016–Jan 2017

Overhauled calendar feature. Completed automated plan check-in feature. UX/UI for health coach dashboard. Redesigned product iconography (50 in total). Redesigned website in one week.

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

Designed and wrote landing pages and banner ads in HTML and CSS. Upon campaign completion, I analyzed raw data to create metrics reports. Clients included Bristol-Myers Squibb, Genentech, Janssen Pharmaceuticals, Microsoft, and Shire US.

Graphic Design Intern at Harpoon Brewery Jan 2009–Dec 2009

Education

University of Massachusetts, Lowell Class of 2008

Bachelor of Fine Arts, Graphic Design

