JOSHUA LITCHFIELD

📱 (508) 572-6242   @ joshualitchfield@me.com   🌐 joshualitchfield.com   in joshualitchfield

Integrate

Remote • Oct 2021 – Present

Principal Product Designer Oct 2022 – Present

Design Leader. Led Product Design team for 9 months that grew from 3 to 7 working in cross-functional teams comprised of Product Managers, Software Engineers, and Data Scientists. In partnership with our VP of Product Management, we **executed product vision**, user research, qualitative and quantitative data, customer research, visual design, prototyping, and **usability testing with internal and external customers.**

Improved the team's maturity by focusing on micro-learning, tracking work at a team level, daily standup, and monthly retrospectives. **Mentored and coached designers** in project management, communication, presentation, and stakeholder management.

Principal Designer. 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 Oct 2021 – Oct 2022

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

Author by Humana

Remote • 10 mos

Senior Product Designer 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.

Vela at Seniorlink (now Careforth)

Boston, MA • 3 yrs 6 mos

Senior Product Designer 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.

Skills

Expert Knowledge

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

Working Knowledge

DesignOps
Data Visualization
HTML5
CSS3

Passions

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

Awards

The One Hundred, Massachusetts General Hospital. 2011

Interests

Cooking & Food
Documentaries
Learning Italian
Technology

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Product Designer 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.

Driver for 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.

Startup Institute
Boston, MA • 1 yr

UX Engineer Mar 2017 – Jul 2017

UX/UI, HTML and CSS for emails, landing pages, and marketing site.

Web Design Instructor Aug 2016 – Jul 2017

I taught the fundamentals of HTML, CSS and responsive web design.

Twine Health
Cambridge, MA • 1 yr 1 mo

Visual Designer 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.

Sermo
Boston, MA • 4 yrs 10 mos

UX/UI Designer Jun 2014 – Oct 2015

Worked with PM to define **MVP for market research Web app**, which included internally and externally facing experiences.

Web Designer 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**.

Education

University of Massachusetts, Lowell Graduated 2008
Bachelor of Fine Arts, Graphic Design

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