

# JOSHUA LITCHFIELD

 (508) 572-6242

 [joshualitchfield@me.com](mailto:joshualitchfield@me.com)

 [joshualitchfield.com](http://joshualitchfield.com)

 [joshualitchfield](https://www.linkedin.com/in/joshualitchfield)

 [josh\\_litchfield](https://twitter.com/josh_litchfield)

## PROFESSIONAL EXPERIENCE

### Product Designer for Vela at Seniorlink // AUG 2017 – PRESENT

Sole designer for all Vela backlogs. Champion of **Atomic Design System** for Pro/Admin Ember core library. Worked closely with PM and Engineering on **redesign of Pro Web app**. Key contributions include **overhaul of navigation**, a **tag based file system**, new **questionnaire features**, and modern chat.

### 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

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

### Visual Designer at Twine Health (Acquired, FitBit) // 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**. **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

Designed and coded landing pages and banner ads. Upon completion of the 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 Organization // MAR 2009 – PRESENT

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

## EDUCATION

### University of Massachusetts, Lowell // CLASS OF 2008

Bachelor of Fine Arts, Graphic Design

## SKILLS & TOOLS

### Expert Knowledge

Sketch  
Figma  
Photoshop  
Illustrator  
InVision  
Design Systems  
Agile  
HTML5  
CSS3

### Working Knowledge

Git & Github  
Jekyll  
Sass

## AWARDS

Owl Award, Startup Institute. 2016

Honoree, The One Hundred, Massachusetts General Hospital. 2011

## INTERESTS

Cooking & Food  
Documentaries  
Technology  
Learning Italian