

Joshua Rudd - Résumé

Seasoned product design leader taking products, people, and processes from zero to one to scale across B2B SaaS platforms and B2C experiences

Summary

Throughout my career I've often entered as the first designer in the room—building products, teams, and processes from the ground up—and then leading these through what comes next in a rapidly changing world. I have a focus on continuous learning, rapid iteration, challenging assumptions, scaling what works, and preparing for what's around the corner.

Most recently I led the design org at Aiwyn across three business lines and five products serving accounting firms. Before that, nearly a decade at UserVoice building and leading design and product.

I'm not driven by titles or prestige, but rather by zeroing in on the biggest, gnarliest problems in front of us, and doing what it takes to solve them. I'm passionate about building up those around me to do the same.

Contact

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Experience

VP of Product Design

Aiwyn · Remote · Nov 2024 – Jan 2026

Promoted to lead design strategy across Aiwyn's multi-product platform for accounting firms—including Practice Management, Engagement Letters, Workflow Management, Time & Expense Tracking, Billing Automation, Payment Automation, Tax Prep & Filing, and a single-pane-of-glass Client Portal. Reported to the Chief Product Officer as part of the product leadership team.

- Set and championed design vision, quality standards, and shared design language across all products
- Built a design team where each designer owned a product, operating as strategic partners in empowered product trios alongside Product and Engineering
- Drove design system evolution toward agentic patterns, preparing component architecture for AI-integrated product experiences

- Guided teams in adopting AI tools and workflows across discovery and delivery processes
 - Introduced opportunity solution trees, training cross-functional teams on continuous discovery practices
 - Stayed hands-on through design critiques, coaching, and connecting designers across teams to ensure platform-wide continuity
 - Engaged directly in high-stakes customer and prospect relationships; supported sales with product demos
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Director of User Experience

Aiwyn · Remote · May 2021 – Nov 2024

Joined as Aiwyn's first designer and built the design function from scratch—hiring, process, tooling, and culture.

- Designed Aiwyn's 0–1 billing, engagements, and practice management products from the ground up
 - Introduced user story mapping, training cross-functional teams on delivery practices
 - Spearheaded design system development, establishing shared components and patterns across products
 - Built strong customer relationships through regular on-sites and virtual sessions
 - Championed Notion as our documentation hub, organizing content for discoverability and coaching teams on effective contribution
 - Named Aiwyn's first Core Value Award winner for consistently demonstrating Trust, Courage, and Impact
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Design Lead

Vaporware · Raleigh, North Carolina · May 2019 – May 2021

Vaporware is a software consultancy that builds bespoke applications for businesses outside the tech industry. As design lead, I partnered closely with product and engineering leads to take projects from discovery through delivery.

- Designed B2B and B2C experiences across desktop and mobile platforms
- Led 0–1 product design for clients across industries, including a fintech payment processing and payout splits application, a field workforce platform for pest control companies with automated scheduling and dispatch optimization, and a threat observation platform for a data security firm
- Facilitated discovery sessions and user story mapping to define end-to-end experiences; conducted customer research, user interviews, and validation testing throughout

- Contributed to Vaporware's own product initiatives and provided light branding support for select clients
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Director, User Experience

UserVoice · Raleigh, North Carolina · Nov 2015 – Dec 2018

UserVoice is a B2B SaaS platform that simplifies the tasks of gathering user feedback, making sense of it, and making informed product decisions. During my nearly 10-year tenure at UserVoice I played many product and design roles, all with the same goal: solve real problems. As Director of UX I helped put in place the tools and processes for teams to do the same.

- Created team alignment through our UX philosophy, design principles, and version-controlled design system
 - Spearheaded company-wide commitment to accessibility compliance and transparency
 - Led design for several major feature releases focused on expansion and new business, including Contributor Sidebar, Roadmaps, and a fundamental redesign of our feedback infrastructure that enabled UserVoice to become the single repository of product feedback collected by any system
 - Facilitated project kick-offs, customer research, user story mapping sessions, and design critiques —all with an emphasis on problem definition and alignment on desired outcomes
 - Set up and maintained core usage analytics using FullStory, Heap, Mode, Pendo, and Google Analytics
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VP, Product

UserVoice · Raleigh, North Carolina · Jul 2014 – Oct 2015

After five years in UserVoice's San Francisco office, I transitioned to leading product and moved to Raleigh to help ramp up the east-coast office. During this time we doubled the size of our Raleigh office, launched a new version of our platform, and realigned our focus from small businesses to mid-market and enterprise.

- Launched UserVoice 3.0, an entirely new version of the platform targeted toward mid-market and enterprise customers, helping move UserVoice's monthly average selling price from \$200 to >\$1,000
- Introduced the company to OKRs and helped implement them across all departments
- Created UserVoice's first Customer Advisory Board
- Worked with our CEO to develop UserVoice's product vision and roadmap; communicated roadmap across departments and provided training on upcoming releases
- Conducted generative research through regular customer interviews, both on-site and remotely; identified market opportunities and worked with design and engineering to discover and validate solutions

Head of User Experience

UserVoice · San Francisco, California · Jul 2009 – Jun 2014

I joined UserVoice as their first designer, working out of the cofounders' San Francisco apartment alongside seven others. Over the course of my time we opened a proper office in San Francisco and then a second office in Raleigh. I led a team of designers across both locations.

- Led design of a new widget system, allowing companies to collect feedback, provide support, solicit ratings, and rank ideas directly in their apps and websites
- Created a frictionless sign-up and sign-in system, resulting in an exponential increase in user signups
- Designed and launched an entirely new product: UserVoice Helpdesk, the first helpdesk solution to automate support requests with instant answers, saving small support teams hundreds of hours a month
- Open source contributions: Typeset.css, iOS SDK, Android SDK

Senior Interaction Designer

Brick Design · San Francisco, California · Aug 2007 – Jul 2009

Brick is a multi-disciplinary design studio that creates comprehensive brand experiences. Working at Brick afforded me the opportunity to hone my interaction design and information architecture skills while also crafting the building blocks of how we delivered websites and applications.

- Designed intuitive new UI and physical input interface for Memorex digital picture frames
- Created and maintained large-scale information architecture maps
- Helped run comprehensive usability studies before and after website redesigns
- Designed and co-authored an open-source CMS, PHP library, and MVC framework

Clients included AIGA, Beats by Dre, Cannon Design, City of Hope, Evolution Fresh, [Explore.org](#), Memorex, Microsoft, National University, and more.

Senior Interaction Designer

Pentagram · San Francisco, California · May 2006 – Aug 2007

Pentagram is the world's largest independently-owned design studio. I joined initially for a short-term project as a front-end developer for a major redesign of Stanford Law School's website, and was soon offered a full-time position as Senior Interaction Designer.

- Created and maintained large-scale information architecture maps for multiple university websites

- Designed a large, multi-display exhibit for the grand opening of California Academy of Sciences' Golden Gate Park location

Clients included California Academy of Sciences, Cannon Design, Stanford Law School, Sonance, Symantec, University of California Riverside, and more.

Earlier Roles

Co-founder & Designer · rearviewWindow · Dallas, Texas · Feb 2004 – Apr 2007

Boutique design and photography business serving local businesses and international non-profit organizations. Designed UI and install process for SWIM (Smart Web Information Management), a CMS built with flexible taxonomies.

Cultural Strategist · CityReach Austin · Dallas, Texas · Jan 2003 – Feb 2005

Consultancy specializing in helping organizations identify and understand subcultures and their influences in target areas.

Graphic Designer · Self Employed · Dallas, Texas · Sep 1995 – Feb 2004

Print design, website design and development, identity and branding. Clients included Starbucks, Koch Entertainment, and more.

Graphic Designer (Contract) · Nokia · Irvine, Texas · Jun 1997 – Mar 1999

Produced corporate brochures, technical information packets, posters, and trade show displays for American and Latin-American markets.

Methods

Continuous discovery · User story mapping · Jobs-to-be-done (JTBD) · Cross-functional facilitation · Design critique and coaching · Hiring and talent development · AI-augmented research and design workflows · Usability testing

Skills

Product design leadership · Agentic design systems · AI-integrated product design · B2B SaaS · Information architecture · Interaction design · Prototyping · UX writing · Accessibility

Tools

Claude Code · Figma · Miro · Notion · Loom · FullStory · Heap Analytics · Pendo · HTML/CSS/JavaScript · Git