

## Joshua Rudd

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Limited portfolio and case studies  
available at [www.joshuarudd.com](http://www.joshuarudd.com).  
Please contact me for more examples.

## Resume

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

### Executive Summary

**Design Organization Leadership and Scale:** Builds and leads high-performing design organizations across multiple products and business lines, including complex B2B platforms in regulated industries; Defines operating models, career paths, and quality bars that enable teams to scale without fragmentation; Creates environments where designers are strategic partners, not pixel pushers, and where teams make better decisions because design has a seat at the table.

**Product Strategy and Customer-Centered Execution:** Drives company-wide alignment on customer problems, success metrics, and product direction; Embeds continuous discovery and evidence-based decision-making into how teams operate; Converts complex, ambiguous problem spaces into focused product strategies that deliver measurable impact.

**Platform Thinking and Design for the Future:** Establishes scalable design systems and shared patterns that support platform growth and speed; Guides teams through emerging shifts, including AI-enabled products and adaptive workflows; Balances near-term delivery with long-term vision to ensure design investments compound over time.

### Professional Competencies

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, Product Design Leadership, Agentic Design Systems, AI-integrated Product Design, B2B SaaS, Information Architecture, Interaction Design, Prototyping, UX Writing, Accessibility

### Technical Competencies

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

## Experience

### **Vice President of Product Design, Aiwyn 2024–2026**

Led design strategy across a multi-product B2B SaaS platform serving the top 400 accounting firms, spanning practice management, engagement letters, workflow, billing, payments, tax preparation, and unified client portal experiences.

- Established and scaled a unified design team, vision, quality bar, and shared design language across five products and three business lines
- Built a product-aligned design organization with clear ownership, embedding designers as strategic partners within empowered product trios
- Advanced the design system toward agentic and AI-ready patterns, evolving component architecture to support intelligent product experiences
- Drove adoption of AI-enabled tools and workflows across discovery, design, and delivery practices
- Implemented opportunity solution trees and continuous discovery frameworks across cross-functional teams
- Maintained hands-on leadership through design critiques, coaching, and cross-team collaboration to ensure platform coherence
- Partnered directly with customers and prospects in high-stakes engagements, supporting sales through product storytelling and demos

### **Director of User Experience, Aiwyn 2021–2024**

Founded and scaled Aiwyn's design function from zero, defining hiring strategy, operating processes, tooling, and team culture.

- Designed and launched 0–1 products for billing, payments, and engagements that became the foundation of Aiwyn's platform
- Led the creation of a shared design system, establishing reusable components and patterns across products
- Introduced user story mapping and delivery frameworks, enabling stronger cross-functional alignment and execution
- Built deep customer relationships through regular on-site and virtual research, discovery, and validation sessions
- Established Notion as the centralized documentation hub, improving discoverability, knowledge sharing, and team contribution
- Recognized as Aiwyn's first Core Value Award recipient for trust, courage, and impact

**Design Lead, Vaporware 2019–2021**

Led end-to-end product design engagements from discovery through delivery in close partnership with product and engineering leaders.

- Designed B2B and B2C experiences for desktop and mobile platforms for clients across multiple industries, including fintech payment systems, workforce scheduling platforms, and security intelligence tools
- Facilitated discovery workshops, user story mapping, customer interviews, and validation testing to define and refine end-to-end experiences
- Contributed to internal product initiatives and provided selective branding support to client engagements

**Director of User Experience, UserVoice 2015–2018**

Defined and operationalized UX philosophy, design principles, and a version-controlled design system to align teams at scale.

- Led company-wide accessibility initiatives, establishing compliance standards and transparency practices
- Directed design for major revenue-driving releases, including Contributor Sidebar, Roadmaps, and a redesigned feedback infrastructure
- Enabled UserVoice to become a centralized system of record for product feedback across disparate tools and sources
- Facilitated product kickoffs, research initiatives, story mapping, and design critiques with a focus on outcomes and alignment
- Established and maintained core product analytics using FullStory, Heap, Mode, Pendo, and Google Analytics

**Vice President of Product, UserVoice 2014–2015**

Led product strategy and execution during a critical growth phase, supporting expansion from SMB to mid-market and enterprise.

- Launched UserVoice 3.0, repositioning the platform for mid-market and enterprise and increasing average selling price 5x
- Introduced and operationalized OKRs across the organization to improve focus, alignment, and execution
- Founded UserVoice's first Customer Advisory Board to strengthen relationships and data-informed decisions
- Partnered with executive leadership to define product vision and roadmap, communicating strategy across departments
- Conducted generative research to identify market opportunities and guide validated solution discovery

**Head of User Experience, UserVoice 2009–2014**

Built and led the design organization as UserVoice's first designer, scaling the team across multiple offices.

- Led design of modular widget system enabling in-product feedback collection, support, ratings, and idea ranking
- Created a streamlined authentication experience that drove exponential growth in user signups
- Designed and launched Helpdesk, pioneering automated support workflows that saved teams hundreds of hours monthly
- Contributed to open-source initiatives, including Typeset.css and mobile SDKs for iOS and Android

**Senior Interaction Designer, Brick Design 2007–2009**

- Designed intuitive digital and physical interfaces for consumer hardware and large-scale web experiences
- Created and maintained complex information architecture systems
- Ran comprehensive usability studies before and after website redesigns
- Designed and co-authored an open-source CMS, PHP library, and MVC framework
- Served clients including Beats by Dre, Microsoft, AIGA, and City of Hope

**Senior Interaction Designer, Pentagram 2006–2007**

- Developed large-scale information architecture systems for academic and institutional websites
- Designed a multi-display interactive exhibit for the California Academy of Sciences grand opening
- Collaborated with multidisciplinary teams on high-visibility client engagements

**Co-founder and Designer, rearviewWindow 1995–2007**

- Led design and development of websites for international non-profits and small businesses
- Designed and helped develop an open-source flexible taxonomy-based CMS
- Delivered branding, print, and digital design for global consumer and enterprise audiences

**Cultural Strategist, CityReach Austin 2003–2005**

- Conducted cultural and subculture research to inform organizational strategy and outreach

**Graphic Designer, Nokia 1997–1999**

- Created corporate and technical marketing materials for North and Latin American markets