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Limited portfolio and case studies available at 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