Joshua Rudd

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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

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Experience

Vice President of Product Design | Aiwyn | 2024–2026

Role: 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

Role: 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

Role: 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

Role: 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

Role: 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

Role: 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

Additional Experience

Co-founder and Designer | rearviewWindow | 2004–2007

- Led design and development of websites for international non-profits and small businesses

- Designed and helped develop an open-source flexible taxonomy-based CMS

Cultural Strategist | CityReach Austin | 2003–2005

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

Graphic Designer | Self Employed | 1995–2004

- Delivered branding, print, and digital design for global consumer and enterprise audiences

Graphic Designer | Nokia | 1997–1999

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

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Technical Competencies

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