+01 (213) 264-6141   3205 Los Feliz Blvd, Los Angeles, CA 90039   joshwright.la

JOSH WRIGHT
ux • product

Accomplishments

- Pioneered UX and design thinking practices at O'Reilly, a Fortune 500 company, leveraging stakeholder buy-in into an enterprise-wide style guide and usability focused redesign of 40+ web applications used by 80k employees at 6k stores.
- Spearheaded the successful launch of a corporate intranet for LegalZoom, a global enterprise company, aligning the goals of dozens of executive stakeholders across verticals and time zones to ensure successful employee adoption.
- In collaboration with Google and Make, led UX to streamline the mobile digital learning experience of MakerCamp.com

Skillset

UX strategy, product ideation, design systems (Material, Lightning, Apple HIG), voice design, Agile/Lean methodology, mobile, iOS, responsive/adaptive, rapid-fire prototyping, user testing (usability, A/B/N, demand), user research, client relations, Sketch, Invision, Zeplin, Abstract, Adobe CC, Advanced CSS/HTML, design mentorship, the subtle art of diplomacy.

Experience

LegalZoom
Lead UX Designer | Jan 2018 - present
Senior UX Designer | Feb 2016 - Dec 2017

- **Led UX and product design** for Project Ribbon, a cross-functional team tasked with exploring a down-market product offering for small business formation. The team went from idea to MVP and first sale in three weeks. A post-conversion dashboard was launched next, increasing LTV by incentivizing customers to engage with a gamification experience. This facilitated cross-selling opportunities with partners in the small business space and increased conversion by 36% overall.
- **Innovated the trademark search experience** by integrating machine learning technology to simplify the search process and rank results in an intuitive way. Validated ideas via qualitative usability and demand testing, ensuring usability.
- Uncovered a need for a B2B voice product via domain research. Leveraging an existing relationship, partnered with VP of Engineering to **build a prototype on the Amazon Echo for demand and usability testing**. After getting buy-in from multiple stakeholders and pitching the prototype to the Innovation Board, it was added to the product roadmap.
- **Established Zoom, a cross-vertical design system** based on atomic design principles. This streamlined the asset delivery pipeline between the Creative, UX, and Engineering teams. Led all education on best practices via hands-on workshops.
- **Delivered time-sensitive UX strategy and product design** of 140 screens for Estate Plan, LegalZoom's first iOS app.

Make:
Senior UX/UI Designer | Jun 2014 - Jan 2016

- **Led all product, UX, and marketing design** for MakerSpace, a social media platform catering to the DIY hobbyist and STEAM market. Leveraging community data for feature ideas, my design process was lean, iterative, and collaborative. Each week I pitched my designs and product ideas to the CEO to ensure alignment on the roadmap.
- **Increased conversion and usability** via qualitative moderated and unmoderated testing on all brand properties.
- **Delivered time-sensitive UX and UI design** in collaboration with Google for the mobile experience of MakerCamp.com.

O'Reilly Auto Parts
UX/UI Designer | Jan 2011 - Jun 2014
Software Engineer | Dec 2009 - Jan 2011

- **As a team of one, pioneered and evangelized the UX practice** in the organization through prototyping and stakeholder alignment, building out an enterprise-wide design system. This practice and the system are still in wide use today.
- **Oversaw the rollout of the Clover design system**, which was applied to 40+ enterprise-wide apps, from multi-year initiatives to simple forms. All apps had their flow and interactions reworked based on user testing and feedback.
- **Spearheaded the comprehensive redesign of a Benefit Enrollment process** used by 80k employees. These improvements resulted in a 95% drop in support calls and an annual savings of $10k+.