

Hi—I'm Brian.  
This is some\*  
of my latest  
design work.

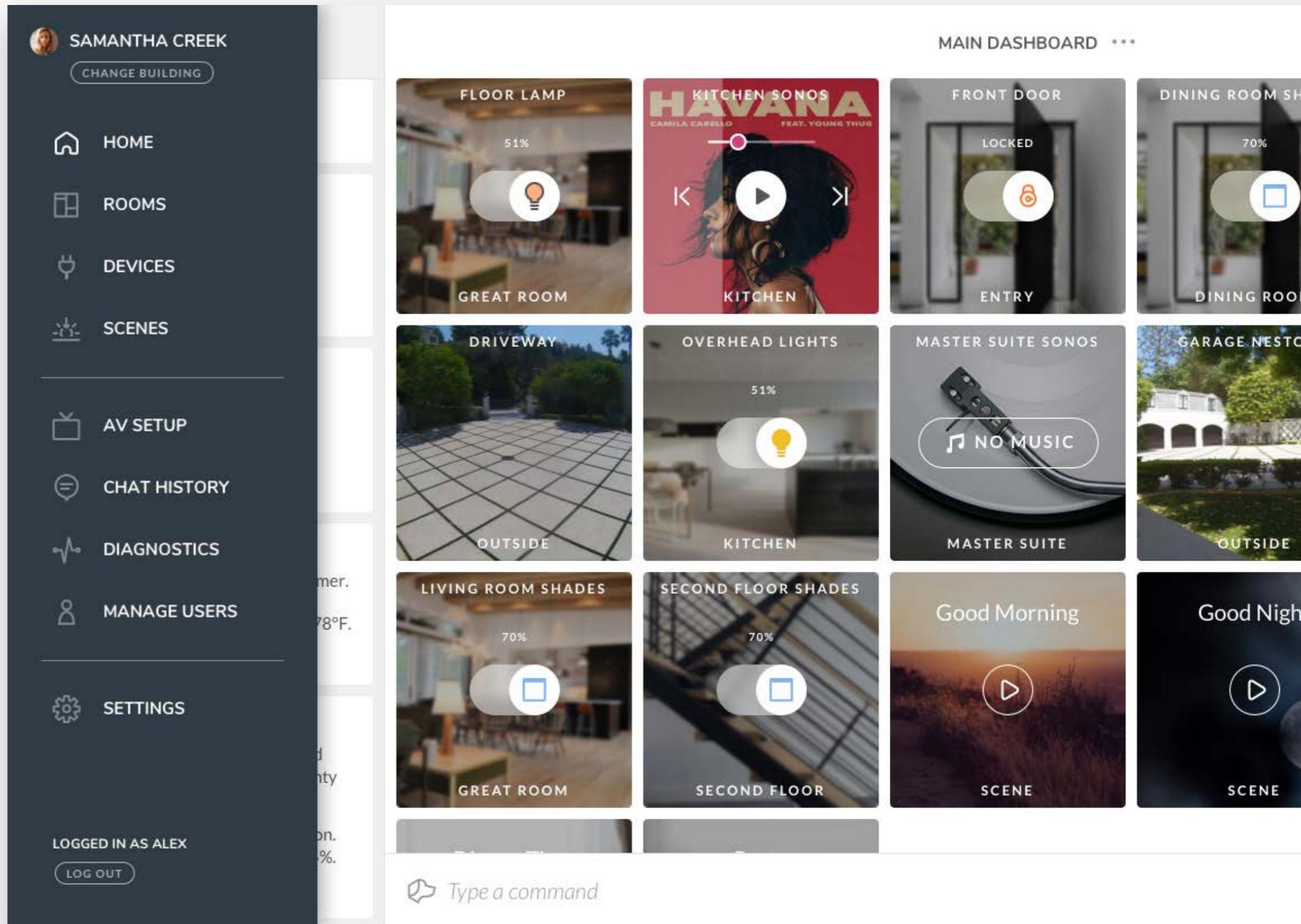
\*The rest is available at [www.thelissilent.com](http://www.thelissilent.com).

You really should visit it—it has a lot of good  
stuff I didn't include in this PDF.

# Josh.ai Web Portal

Josh.ai provides complex whole home control for high-end homes. They're best known for their voice control, but they offer a lot more than that. I led the design of the web portal, which is used by home technology professionals to set up and manage their clients' homes. It's like the "power user" Josh product.

PRODUCT DESIGN — WEB



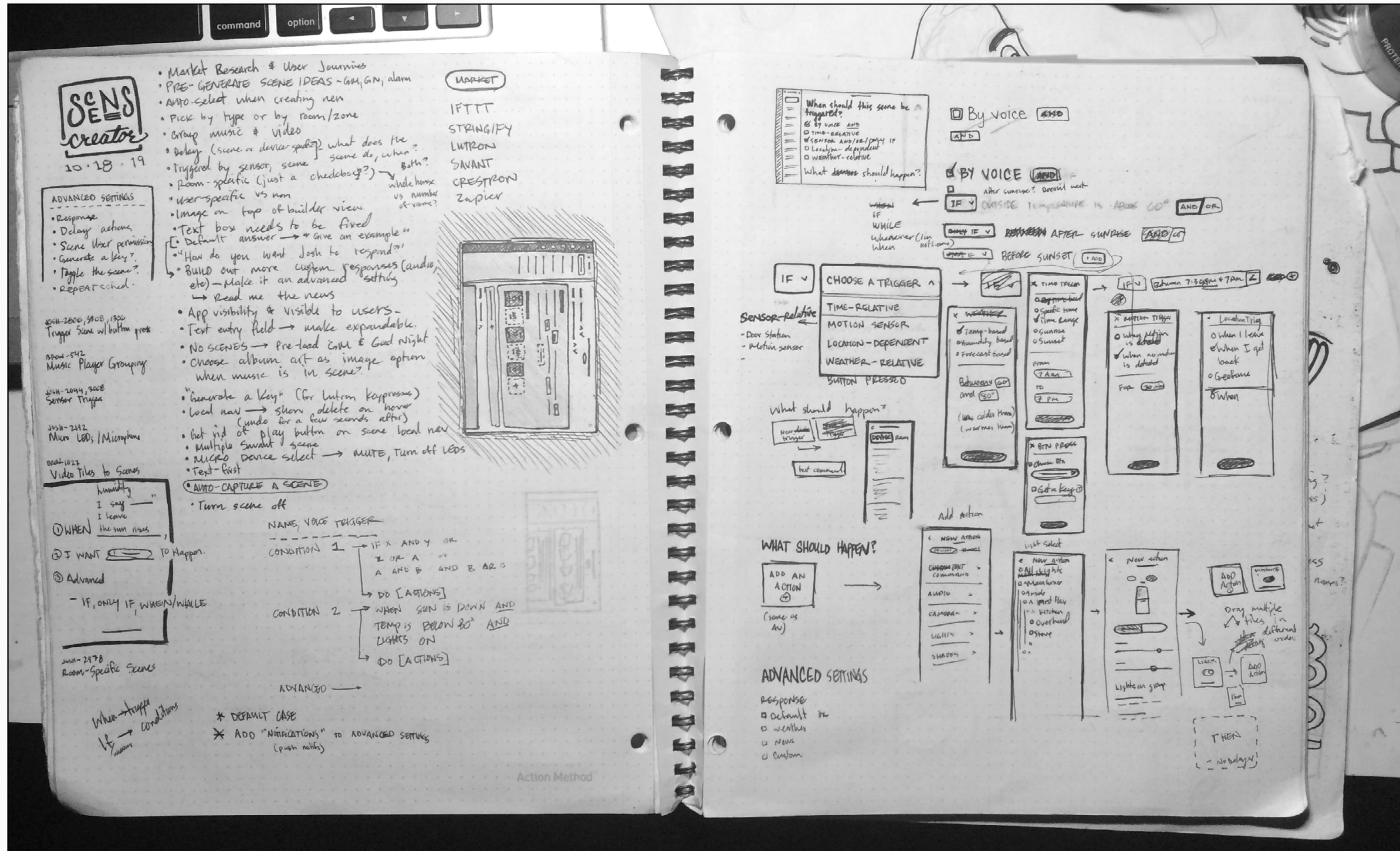
The Josh web portal is incredibly feature-rich. The hardest part of working on it was the balance between adding features and keeping the experience simple and beautiful.

Designing at Josh includes **a lot** of exploration. I'd estimate close to 90% of what I design is never seen by anyone outside of the design team. While that can be a double-edged sword, it usually leads to great results.

A global symbol & component library helped keep mobile and portal designs consistent, and let multiple designers work more efficiently.

The collage illustrates the comprehensive nature of the Josh platform, spanning from device management and room assignment to lighting control, music streaming, and physical switch integration.

- Top Left (Web Portal):** Shows the "DEVICES" section with categories like APPLIANCES, CAMERAS, DOOR STATIONS, FANS, FIREPLACES, GARAGE DOORS, HUBS, KEYPADS, LIGHTS, and MICROS. The "LIGHTS" section is highlighted, showing controls for rooms like FAMILY ROOM, KITCHEN, and LIVING ROOM, with sliders for brightness and color.
- Bottom Left (Web Portal):** Shows the "ROOMS" section with a tree view of the house structure. The "FAMILY ROOM" is selected, displaying controls for MICRO, LIGHT, SHADE, and MUSIC.
- Middle Left (Mobile App):** Shows the "LIGHTS" screen for the FAMILY ROOM, with controls for MICRO, LIGHT, SHADE, and MUSIC.
- Middle Right (Mobile App):** Shows the "LIVING ROOM SPEAKERS" screen for the Living Room, displaying album art for "TREES" by Manchester Orchestra, volume controls, and playback controls (Search, Previous, Next, Star).
- Bottom Right (Mobile App):** Shows the "SWITCH" screen for "LIVING ROOM FAN 1" in the Living Room, with a toggle switch set to OFF and a WHOOSH MODE switch set to ON.
- Bottom Right (Mobile App):** Shows a "SWITCH" screen for a "ROOM" with two circular controls labeled "ON" and "OFF".



I always start with pen & paper. It's so easy to jot down an idea, explore it for a few minutes, then move on to a new idea. When I start on the computer, I find myself trying to come up with a final solution way too early.

I tend not to capture a lot of the "process", so it's hard to show it in a portfolio, but it looks something like these sketches.

One of the more challenging portions I worked on was the scene editor. A scene is a way to trigger a whole list of actions from a single voice command. So saying “OK Josh, good morning” could turn on your lights, open your kitchen shades, play some music, set the thermostat, and lots more. We needed to make the scenes have conditional logic, but we didn’t want our users to have to learn to program.

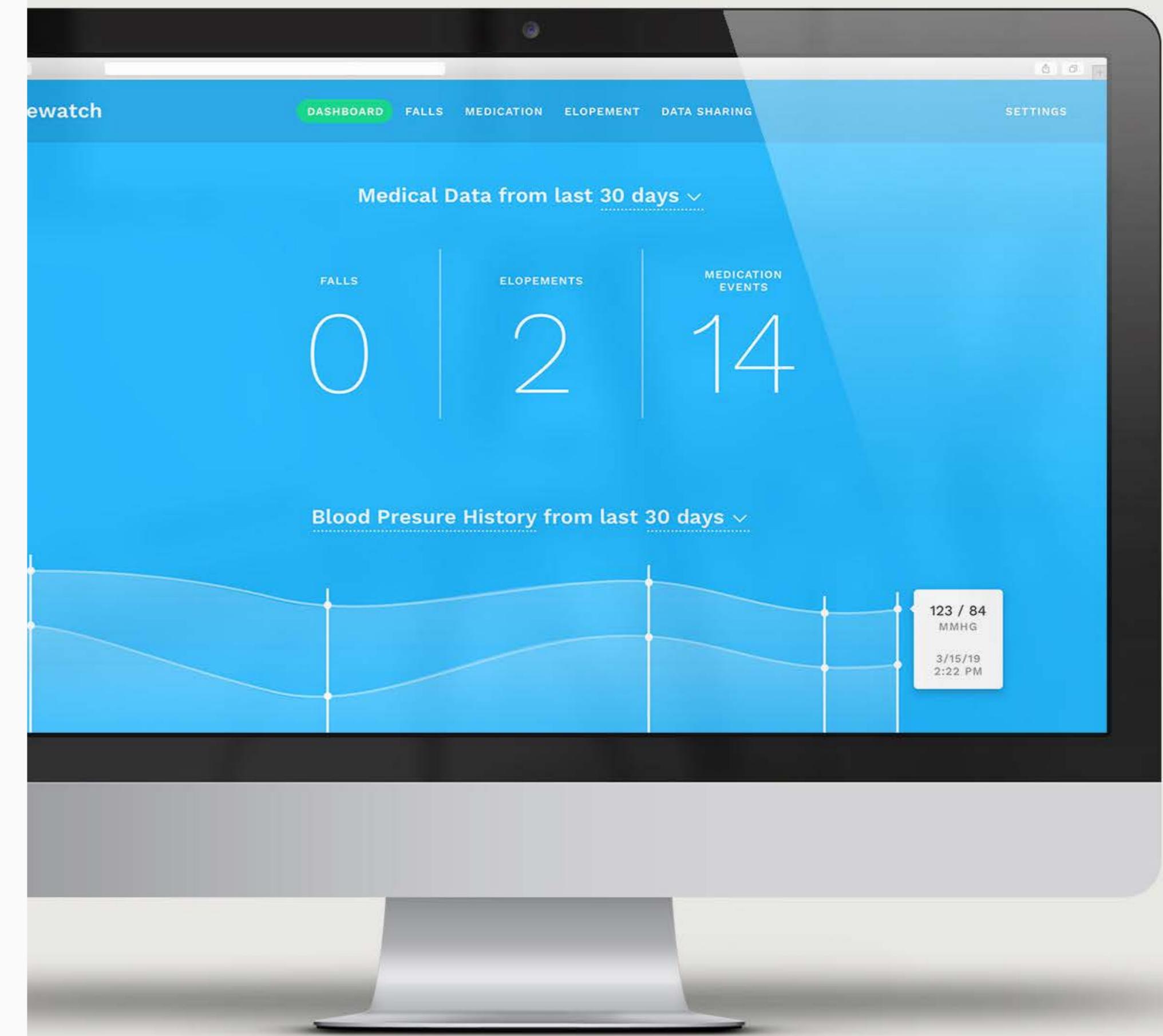
The solution was to leverage Josh’s natural language processing and allow users to type what they want to happen in a scene. Once the scene editor recognizes a conditional, it transforms the UI into an indented experience. The end result looks fairly simple, but was incredibly complex to design and build.

The screenshot shows the Josh AI scene editor interface. On the left, a sidebar lists various scenes: BREAKFAST, FRONT DOOR BELL ANNOUNCEMENT, GOOD MORNING (selected), I'M HOME (with sub-options: Entry and Garage), GOOD NIGHT (disabled), LIVING ROOM TV ON (disabled), DISABLED SCENES, and HIDDEN SCENES. At the bottom of the sidebar are buttons for 'ADD SCENE' and 'TEST SCENE'. The main area displays the 'GOOD MORNING' scene configuration. It features a large image of a mountain at sunrise with the text 'GOOD MORNING' and a 'RUN SCENE' button. Below this are tabs for 'SCENE ACTIONS', 'TRIGGERS' (selected), and 'JOSH RESPONSES'. The 'SCENE ACTIONS' tab contains a list of actions: 'Turn on the kitchen lights', 'Turn off the outside lights', 'Set the first floor thermostat to heat at 71° F', and '+ Add an action'. There is also a note about running actions in order. The 'TRIGGERS' tab includes sections for 'Always do this:', 'If it's raining or it's snowing:', 'Else if it's after sunrise:', and 'If it's after sunrise and it's cloudy and it's below 50° F or if it's after sunrise and snowing or if the Living Room TV is on:'. The 'JOSH RESPONSES' tab is currently empty. At the bottom, there is a search bar with the placeholder 'Type a command' and a 'NEED HELP?' button.

PRODUCT DESIGN — WEB &amp; IOS APPS

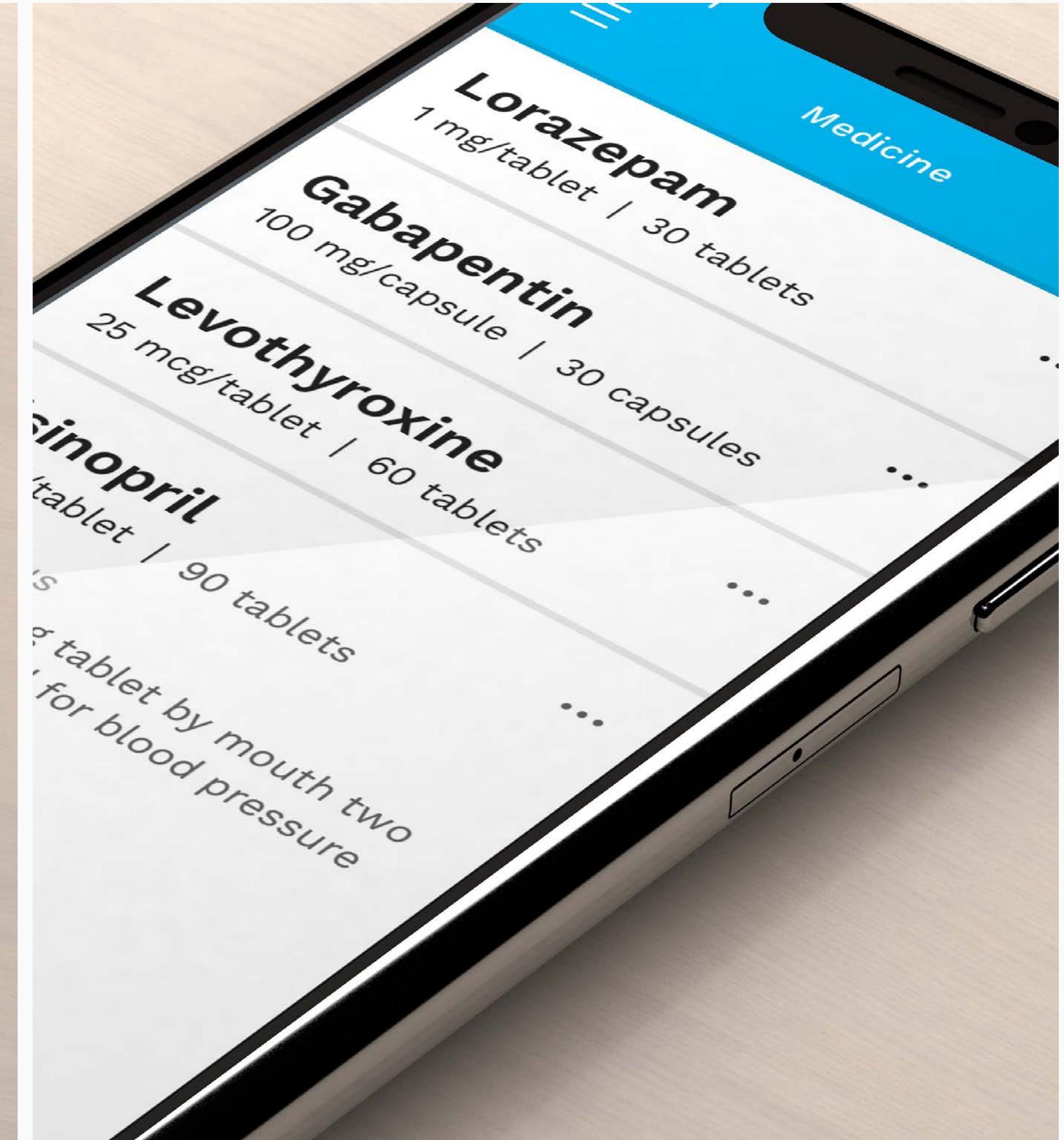
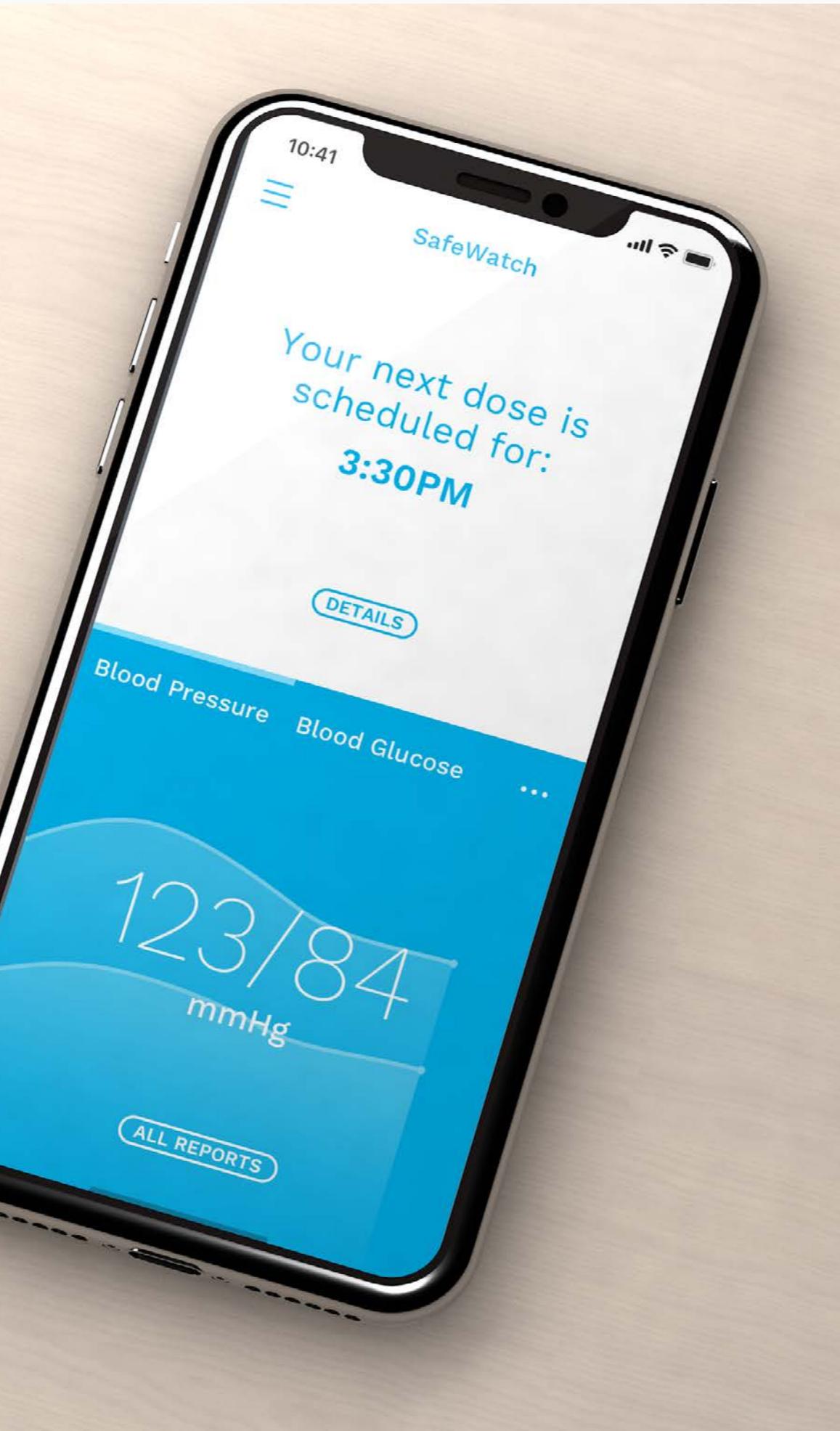
# Safewatch Home Health

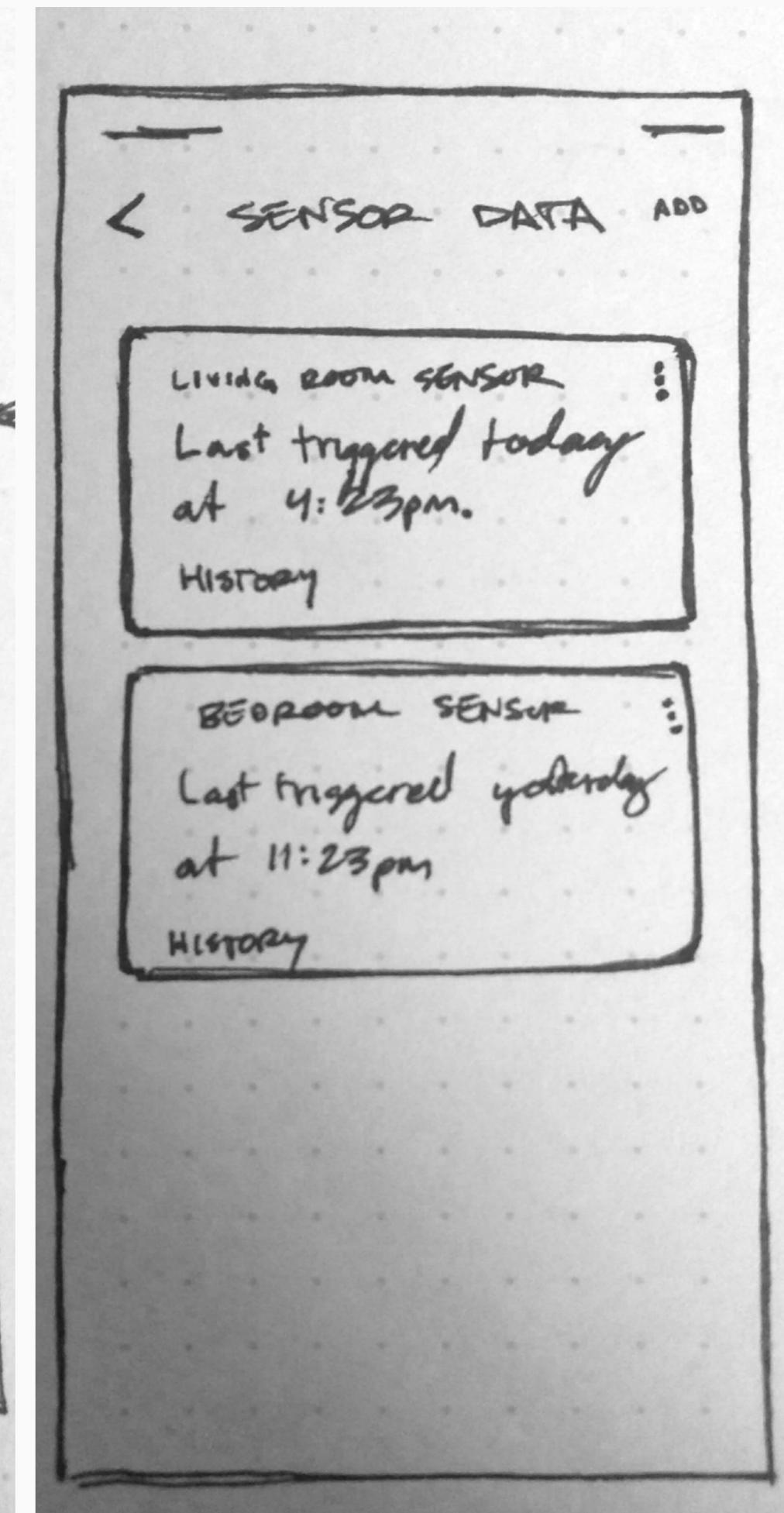
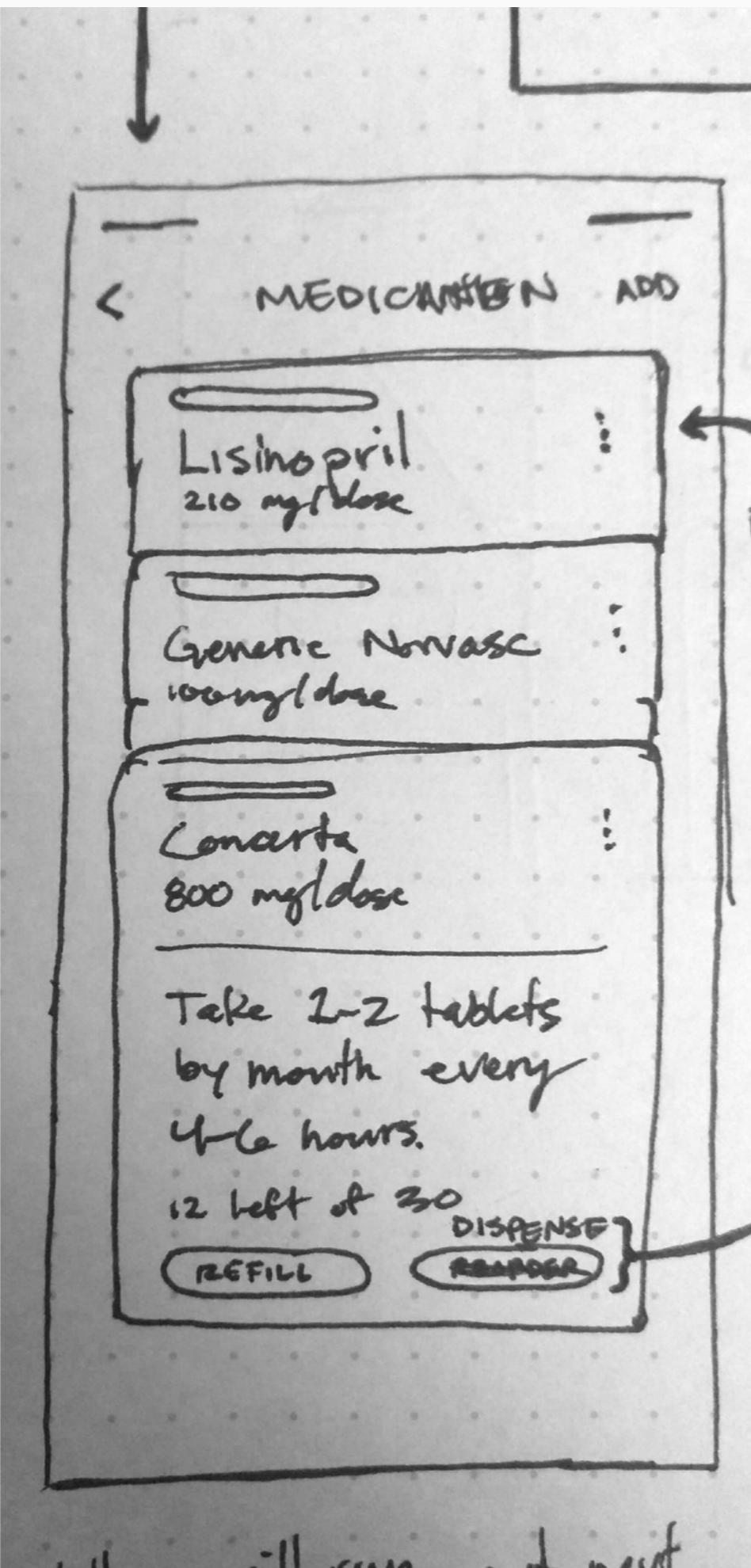
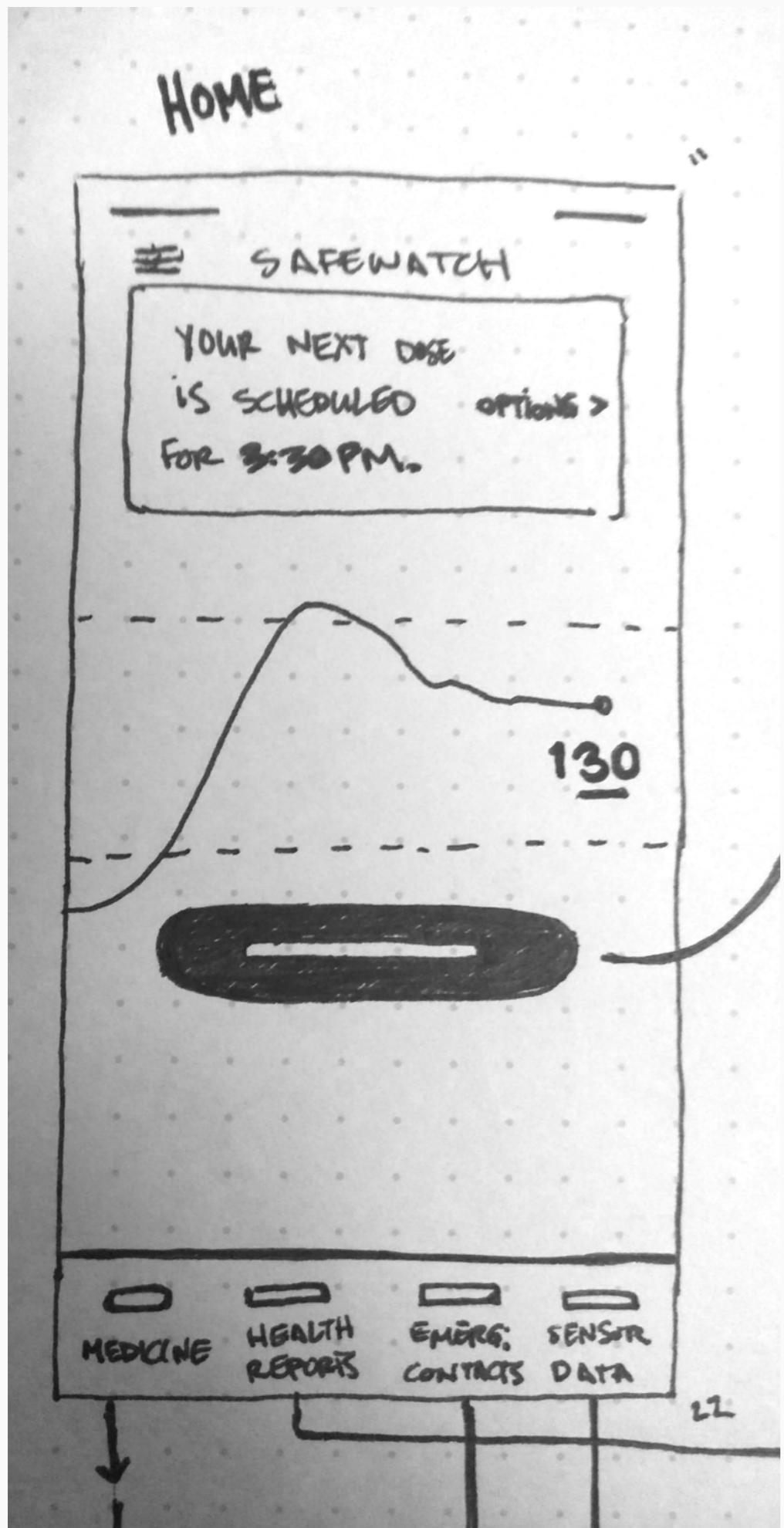
Safewatch was a software product that was intended to keep track of medications and dispense them when appropriate—but not before. The concept was amazing, as was the team, but unfortunately funding was never secured and the project never got off the ground.



Simplicity was key for the Safewatch experience—a lot of the target users were older, forgetful, and not very tech-savvy.

Some early-round sketches are available below, where you can see the influence it had on the final product.

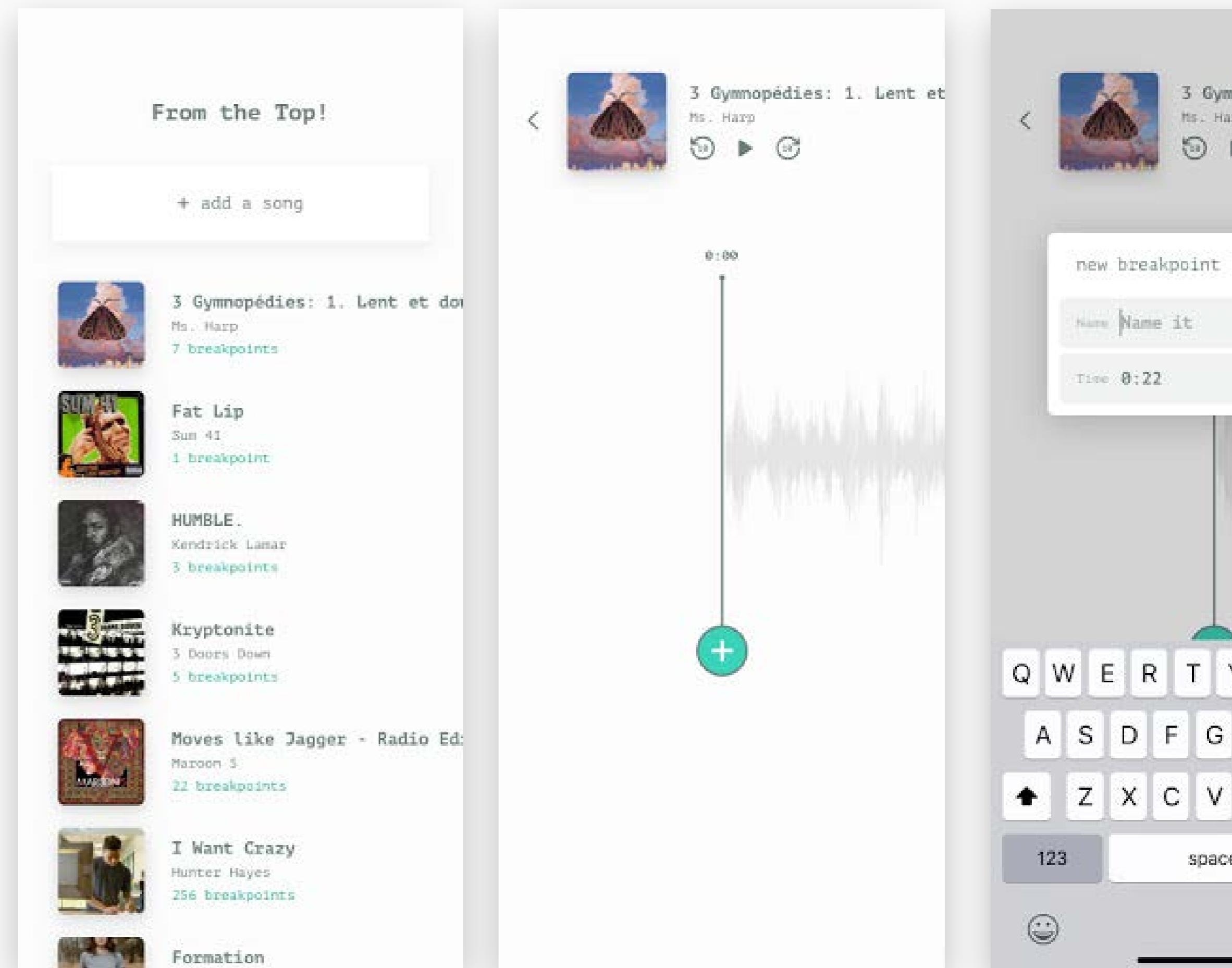




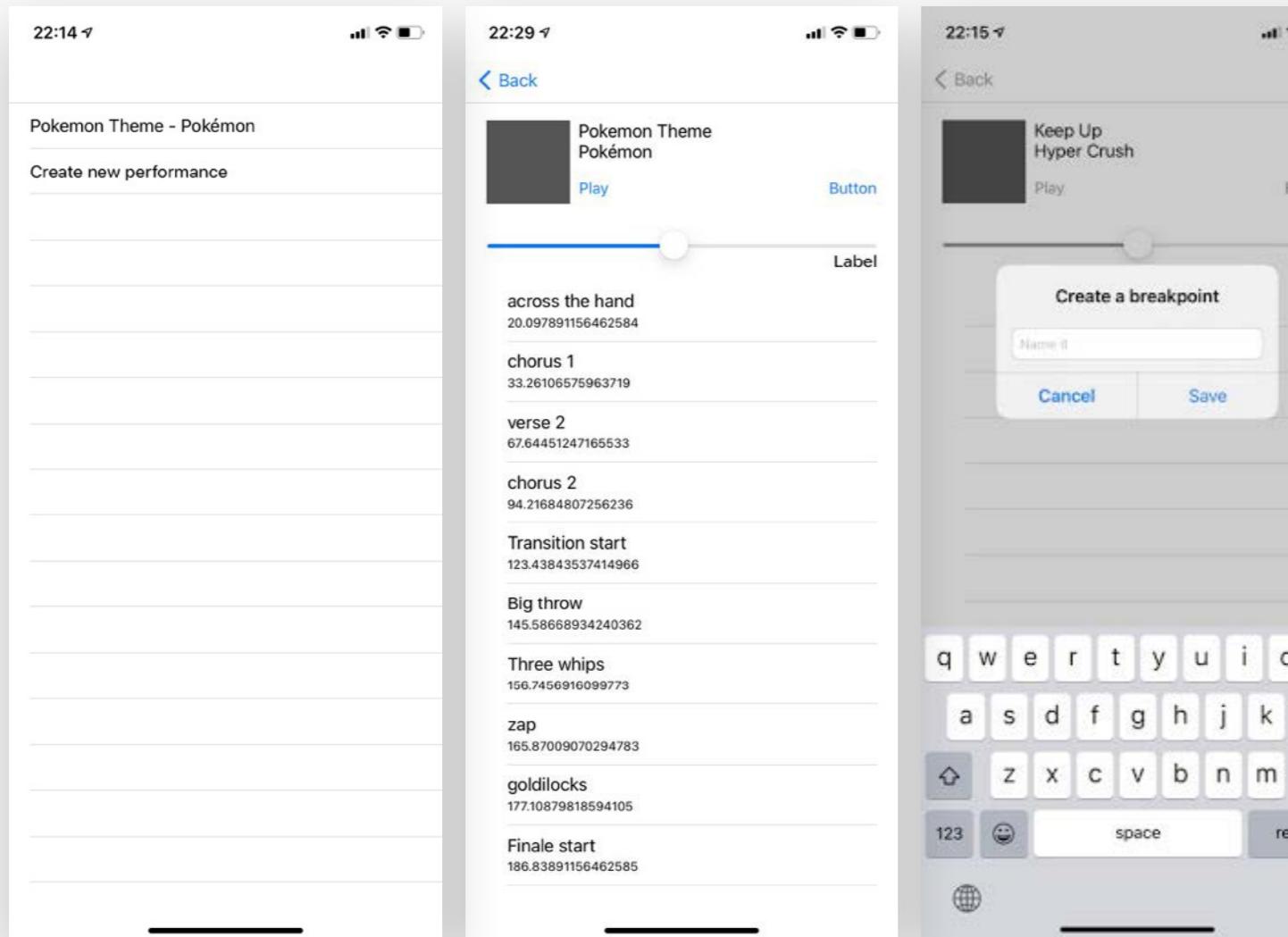
# From the Top!

This is maybe the quickest turnaround time I've ever had for a project—**one day**. I was sent three of the most basic screenshots I've ever seen, and had to get something designed by the end of that day. So with basically no time to research, explore, or refine, this was the result.

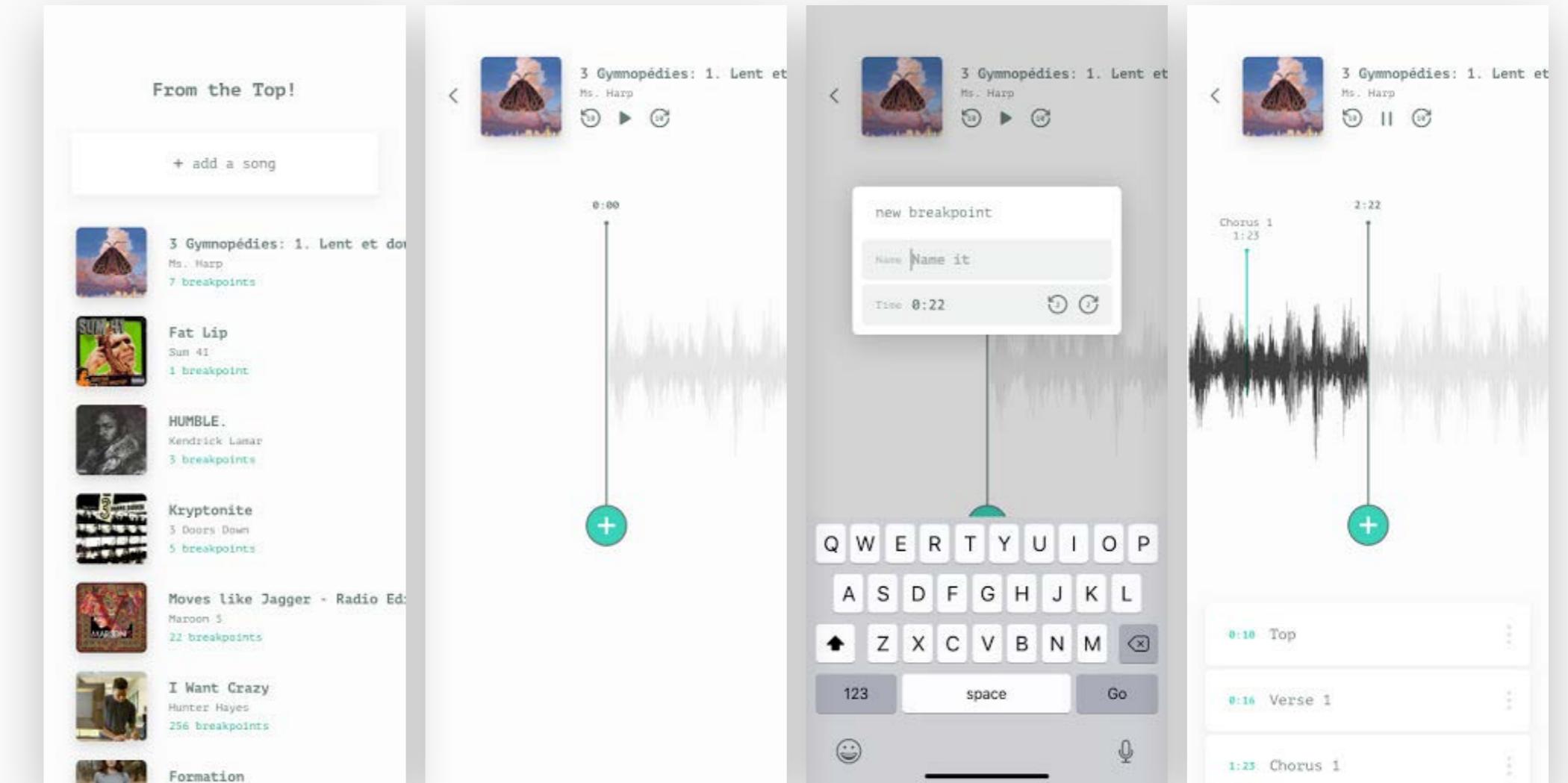
PRODUCT DESIGN — IOS APP



This is all I was given as guidance.



This is what I whipped up as fast as humanly possible.



INDUSTRIAL DESIGN

# Josh.ai Hardware Design

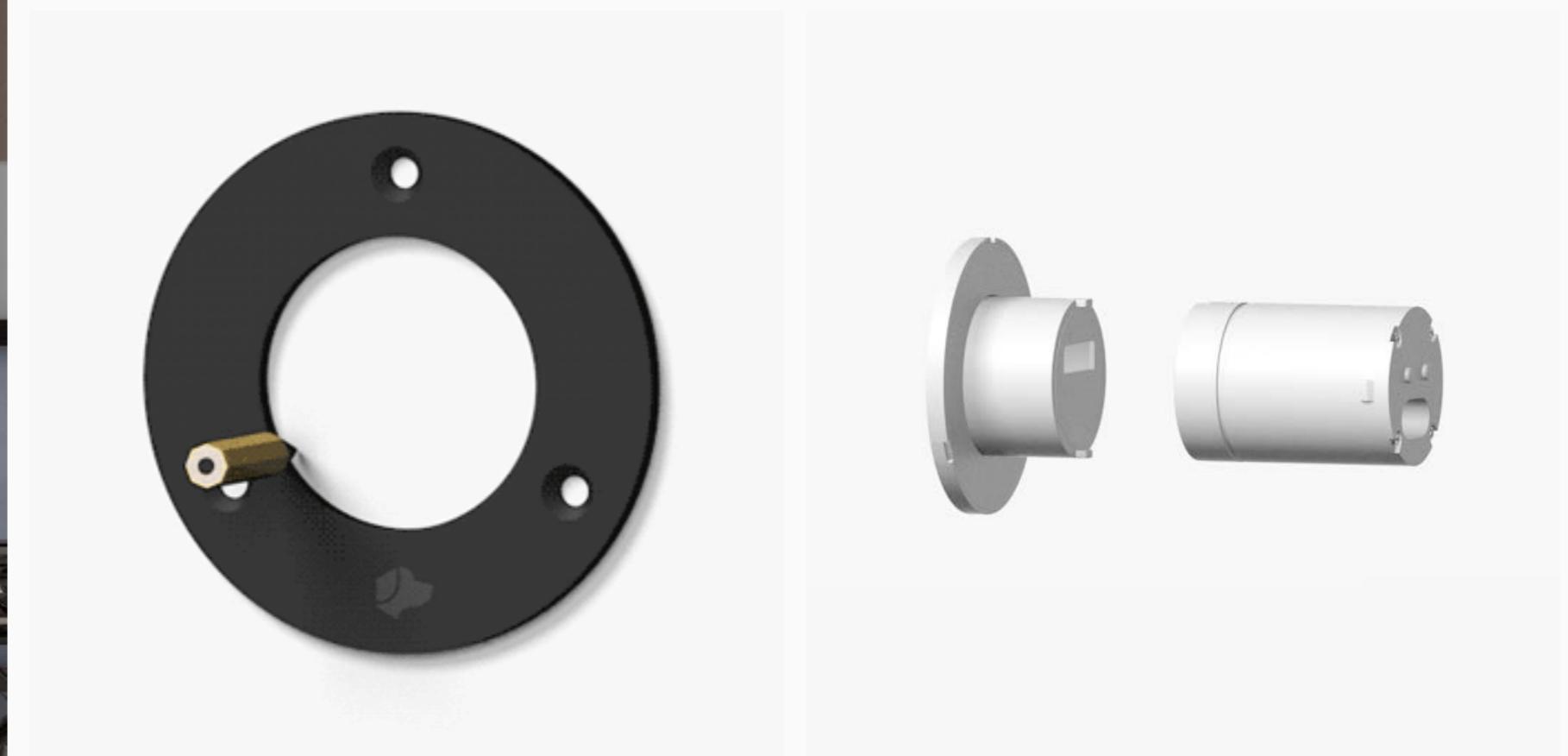
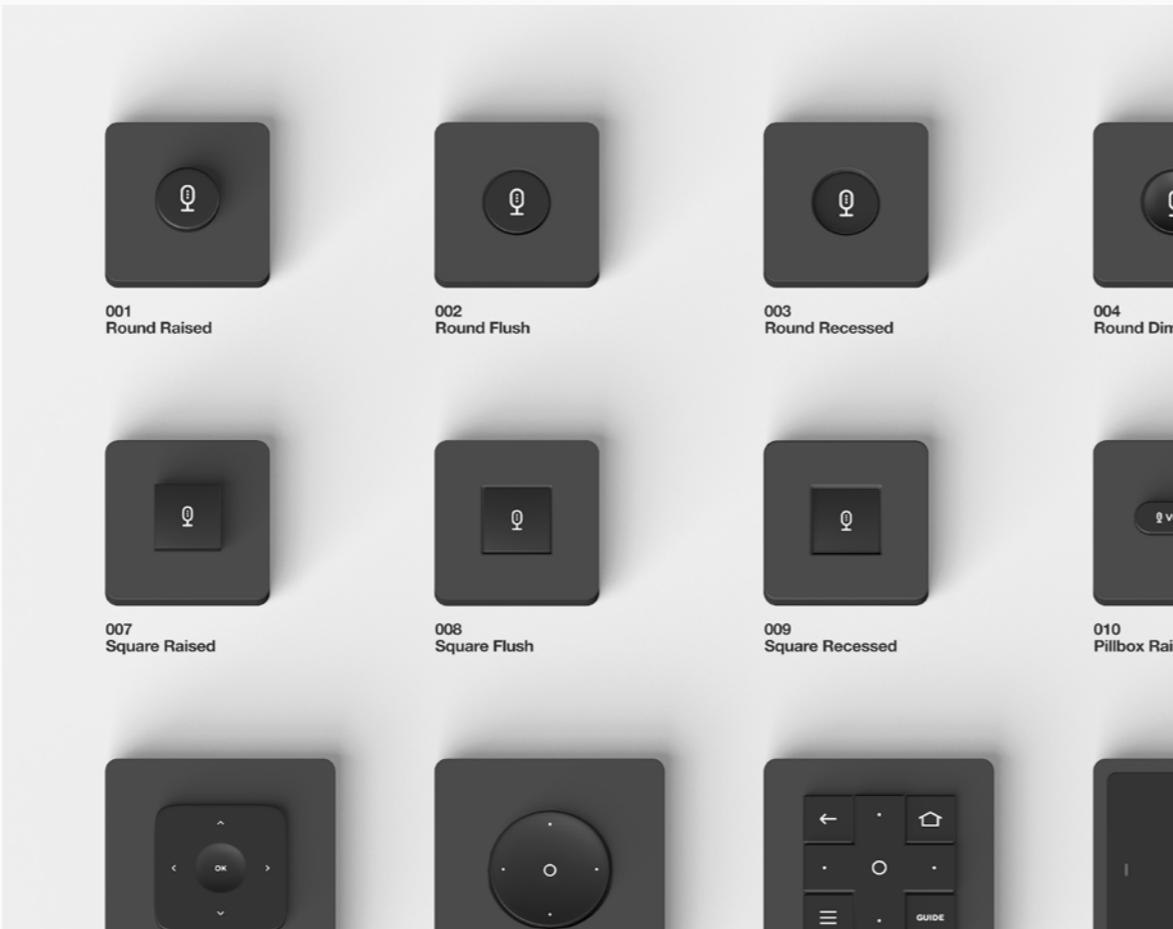
I led product and industrial design for both Josh Nano and Josh Core. That included pencil & paper exploration, color, material, finishing, product packaging, and 3D product render videos. I also led a top-secret design project that can't be shared without an NDA. If you're interested, let me know.

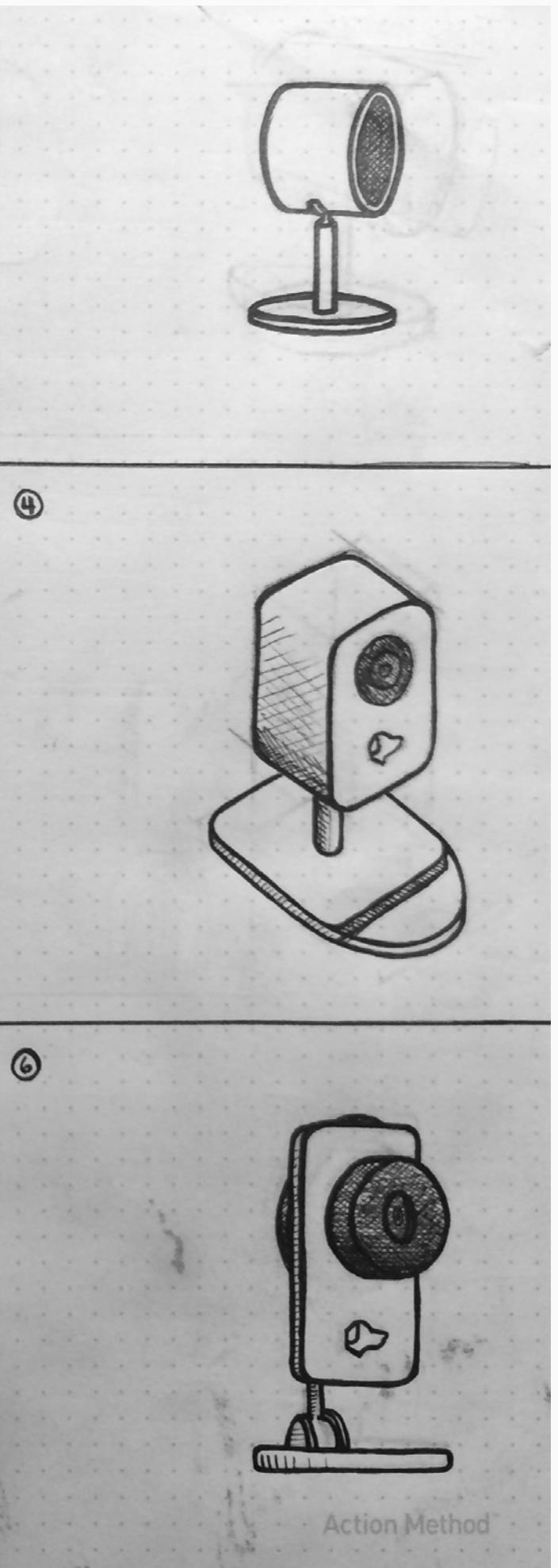
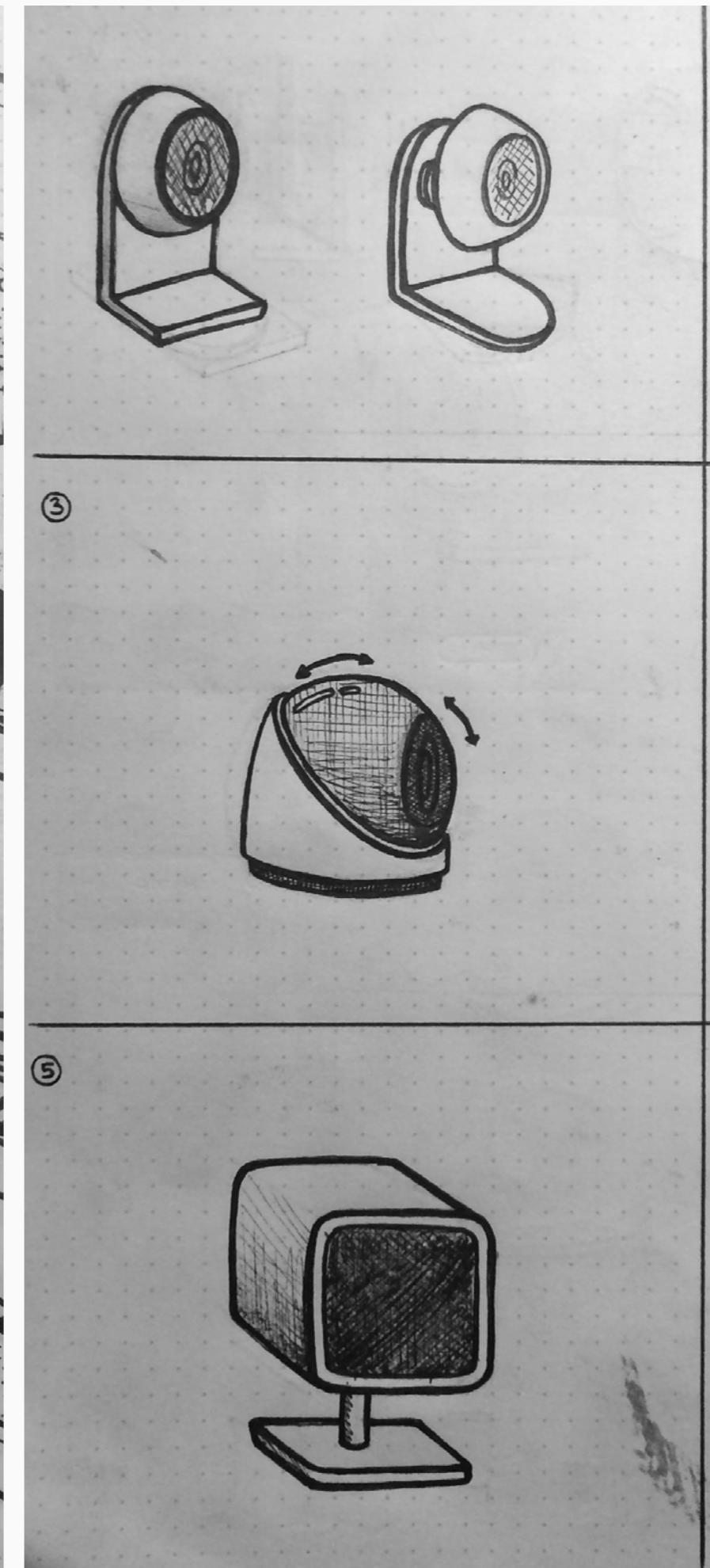
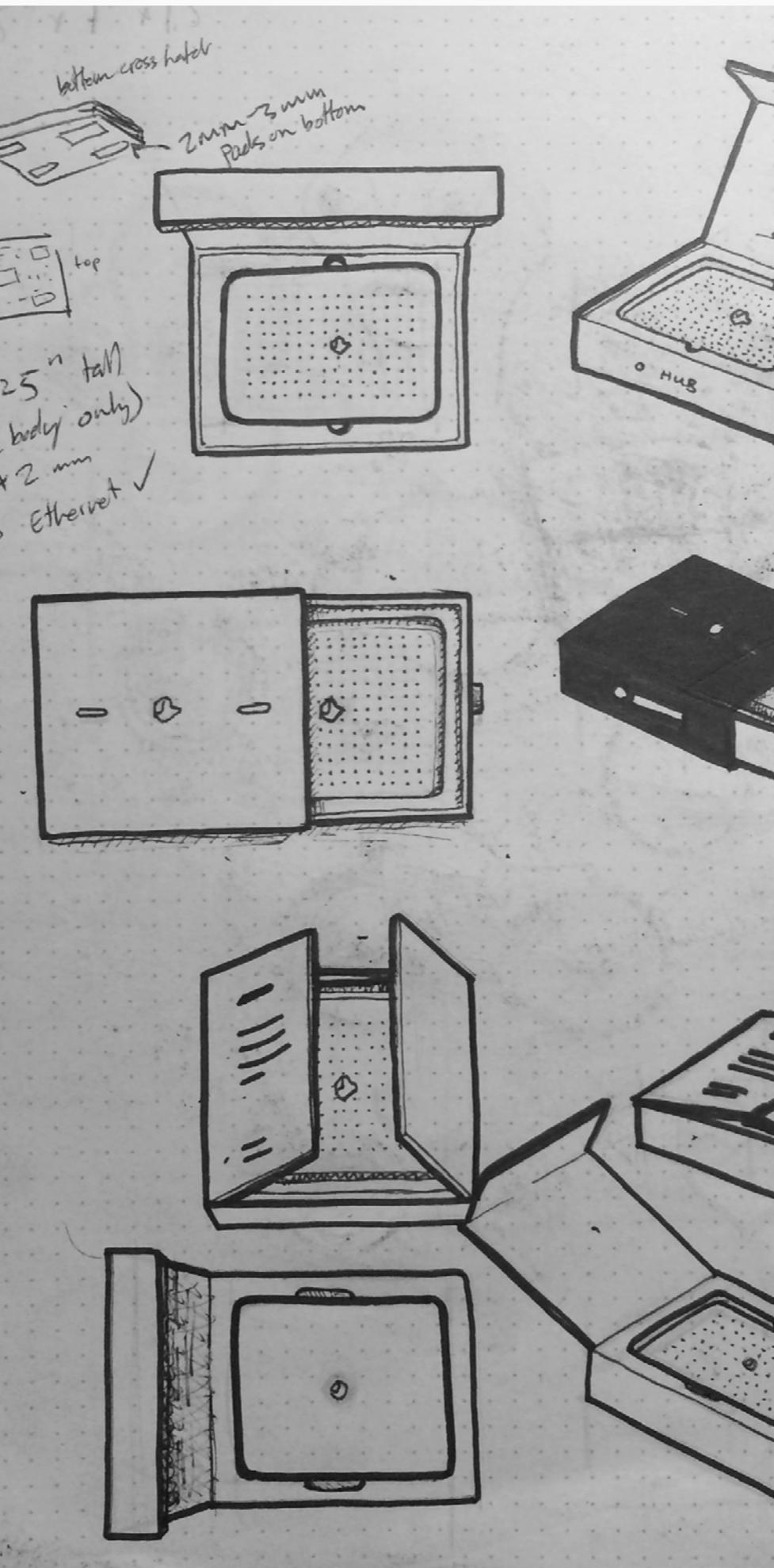
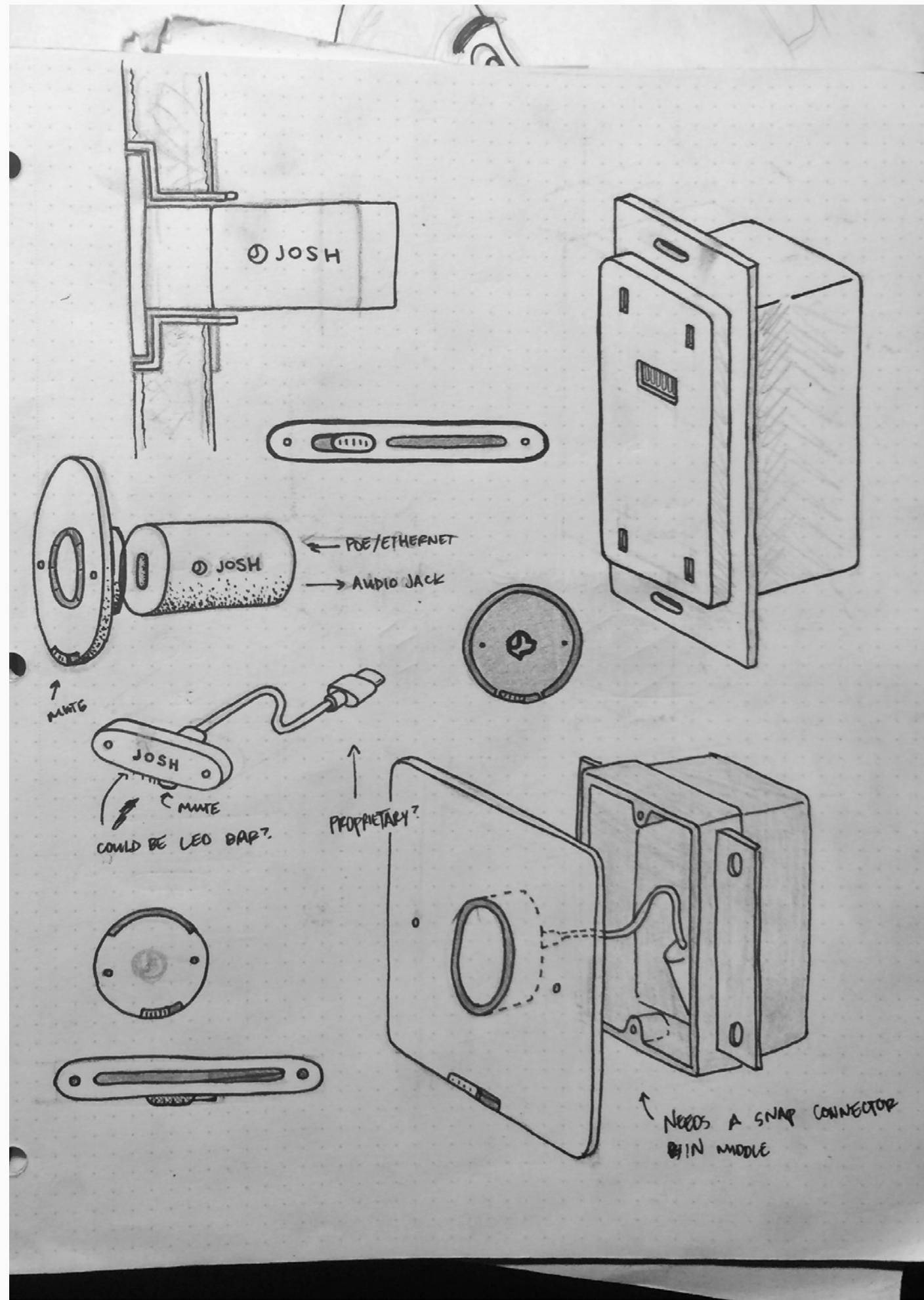


I put together some pretty cool hype videos for the products I designed. Check them out:

<https://youtu.be/NR8X7wtjHZI>

<https://youtu.be/NR8X7wtjHZI>

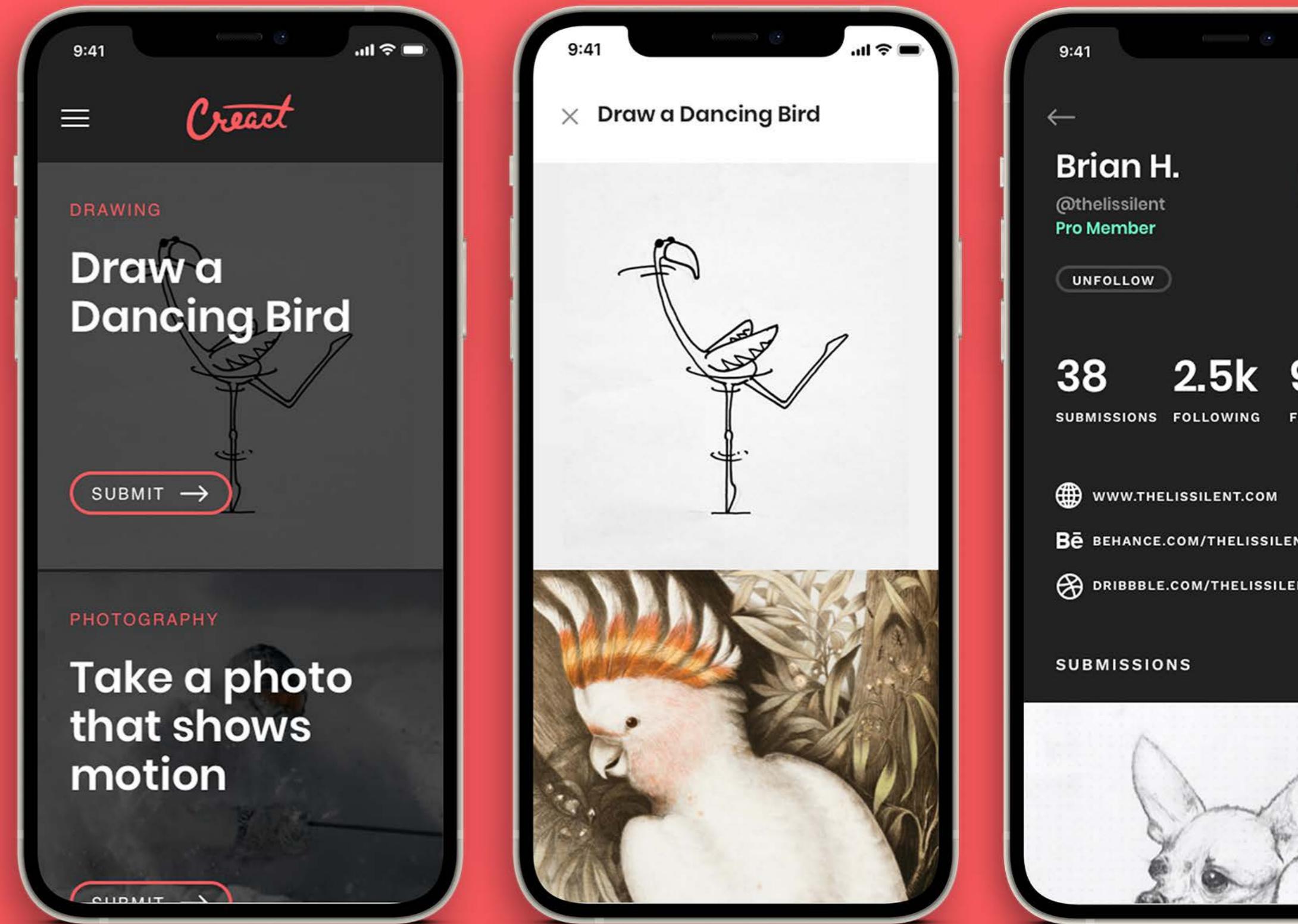




PRODUCT DESIGN — IOS, ANDROID &amp; WEB

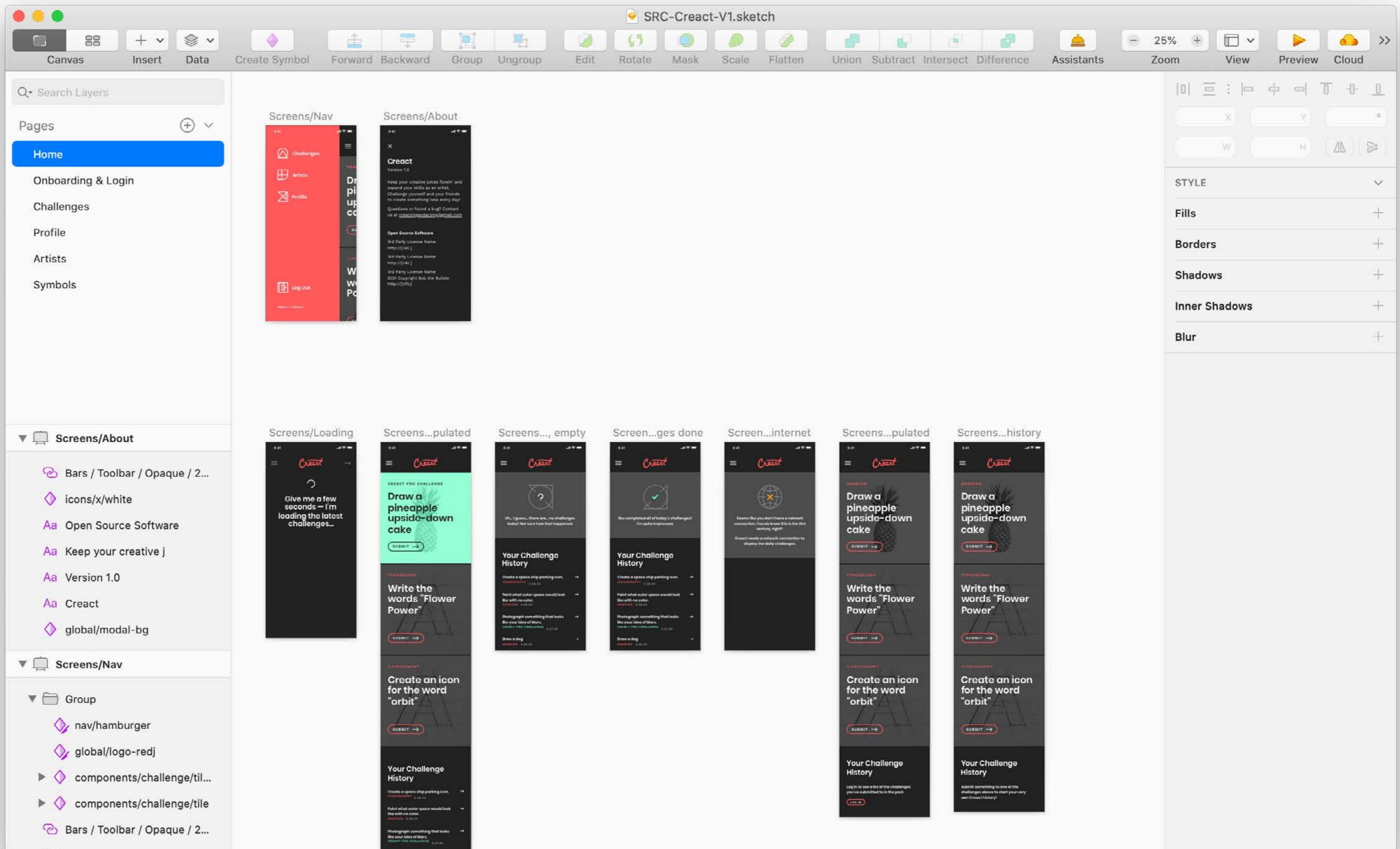
# Creact iOS, Android & Web Apps

Creact was a passion project of mine. Meant for artists, Creact provided daily art & drawing challenges for its users. I served as creative director, UX/UI designer, product manager, marketer, and I even wrote some HTML. It wasn't nearly as pretty as the app ended up being.



The Creact app allowed you to create an account to keep track of your daily challenge submissions. You could also see what others had drawn for the daily challenge. It was a fun project to lead, but it never got the traction it needed for us to maintain it.

Here's what a part of the design file looked like. While I don't always name my layers or use really clean Sketch symbols, using them on this project helped me move quickly and translate things to different platforms.



**Challenge Queue**

- 1 Read this right now.
- 2 Write a short story. It has to be under
- 3 Make a flipbook of some type of fruit.
- 4 Tuesday, December 2
- 5 Draw the word 'flint' to reflect its mea
- .. Thursday, December 4
- .. Friday, December 5
- .. Write a haiku about snow.
- .. Sunday, December 7
- .. Monday, December 8
- .. Tuesday, December 9

**Archived Challenges**

**DECEMBER 2014**

Read this right now. **62K**

Write a short story. It has to be under 500 characters. **1K**

Make a flipbook that features a type of fruit. **429**

**NOVEMBER 2014**

Draw the word 'flint' to reflect its meaning. **3**

**OCTOBER 2014**

No challenges this month.

**SEPTEMBER 2014**

**48,076 App Users**

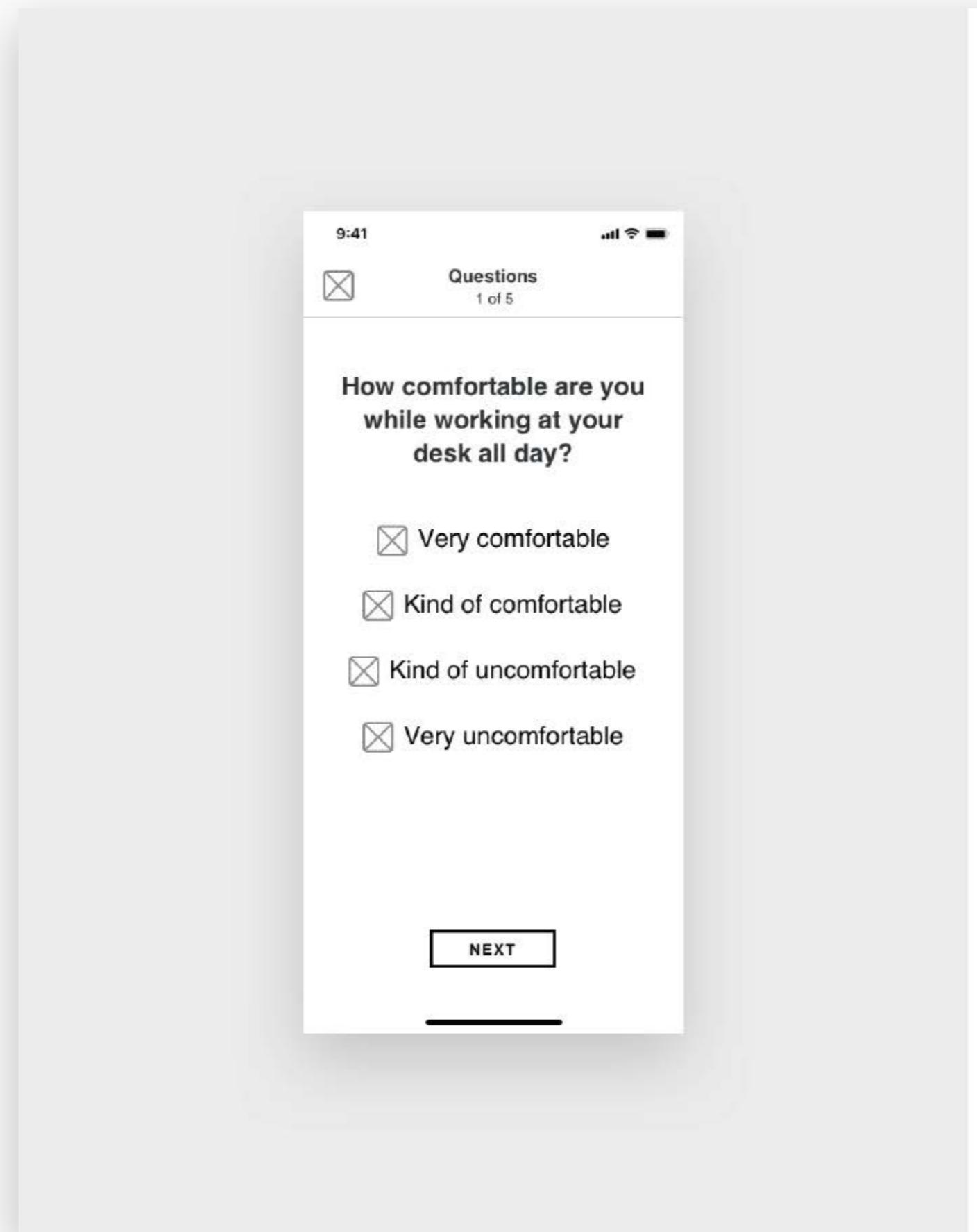
	Terrell Straker <b>0 CHALLENGES</b> Member since '13		Sheridan Baylon <b>4 CHALLENGES</b> Member since '15
	Natasha Melrose <b>2 CHALLENGES</b> Member since '15		Philip Lemley <b>17 CHALLENGES</b> Member since '15
	Herb Tammaro <b>256 CHALLENGES</b> Member since '15		Sheilah Allshouse <b>1 CHALLENGE</b> Member since '15
	Georgina Pouncey <b>59 CHALLENGES</b> Member since '15		Leola Pummill <b>2K CHALLENGES</b> Member since '09

Along with the user-facing iOS & Android apps, I designed a web admin tool to add to the challenge queue, see user info and more.

PRODUCT DESIGN — MOBILE

# Ergo iOS App

The Ergo iOS app was a quick project for a company trying to solve the ever-present problem of back pain. With most of us working from home during the pandemic, they realized there was a big need to educate people on proper ergonomics and an opportunity to help them upgrade their home office equipment.

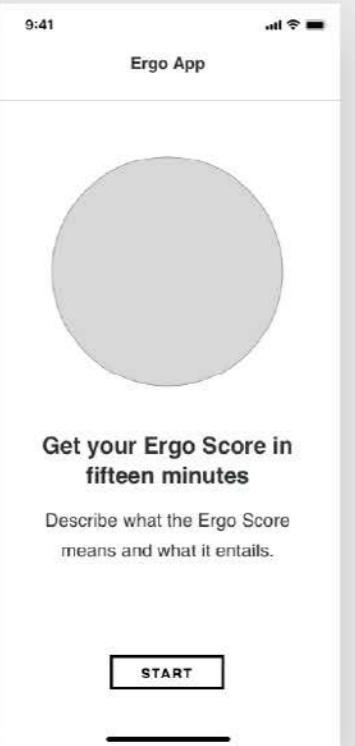


## 02 Questions

I think starting with a set of questions that capture appropriate data is the way to start. It'll allow us to ask questions and improve the experience based on how many questions were answered (i.e. Do you stand or sit, do you use a standing desk, do you stand, ask if they use a foot pad. If sit, ask if they use an ergonomic chair, etc)

Showing the question count is important so users know how many questions they have to answer. Also, the icon in the top left corner should be a "mark as finished" or "finish later" icon, in case the user needs to step away from the app and come back to it later.

For me to finish this section, I need a sample list of questions that you'll be asking users.

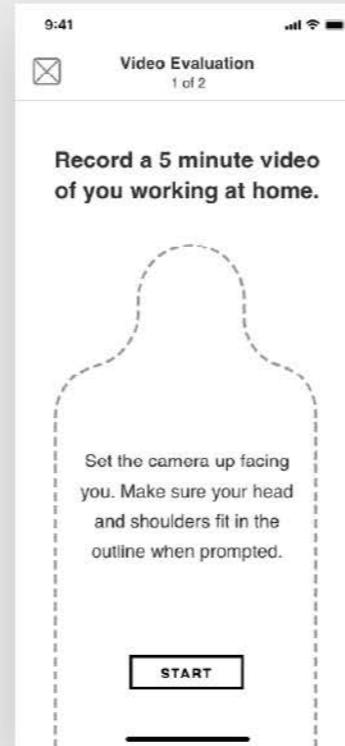


## 01 Onboarding

I'm introducing the idea of an "Ergo Score". I think giving someone a score and then giving them suggestions on how to improve their score is more likely to drive them to action.

Explain upfront that the process will take about 15 minutes. No need to sign in upfront. If we need to capture user information, we should do it at the end.

The grey circle gives us a good opportunity to do a nice illustration of some sort.

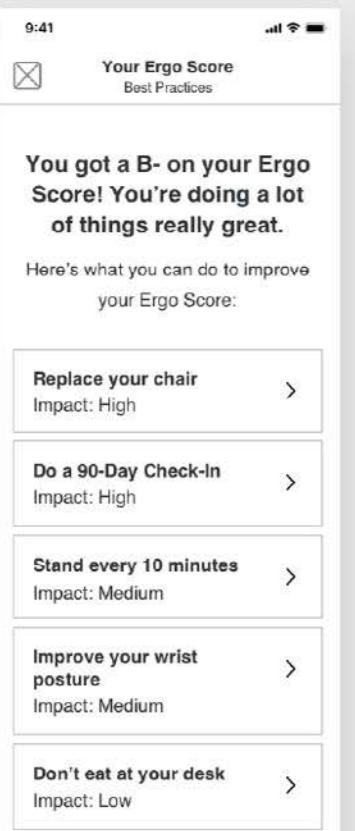


## 03 Video Evaluation (Front)

The background here should be a camera view so a user can properly line up their head and shoulders in the dotted area.

You might want to consider letting users skip this step. It may be impossible for them to film this, and you can still offer upsells to people based on their answers to the previous questions.

For me to finish this section, I need to know what data points you're looking to capture from the video, how long the video needs to record for, etc.

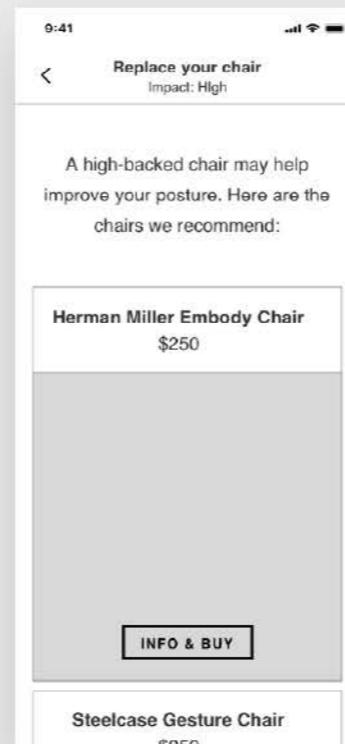


## 05 Score / Results / Upsell

I don't think you should ever give someone a score below a C. People shouldn't feel bad using this app—they should feel encouraged to do a little better.

Suggestions include an "Impact" rating. That way people can always do something to improve their score, even if it isn't buying a new chair. It will also encourage people to do the things that will have a high impact, thus driving more sales.

To finish this section, I need to know the various types of suggestions you'll make, and the types of products you'll upsell.



## 07 Upsell Details

If you tap on any of the suggestions, you'll be taken to a view of purchasing options (or suggested exercises, if applicable).

To finish this section I need a few examples of real products you're planning on linking to from the app.



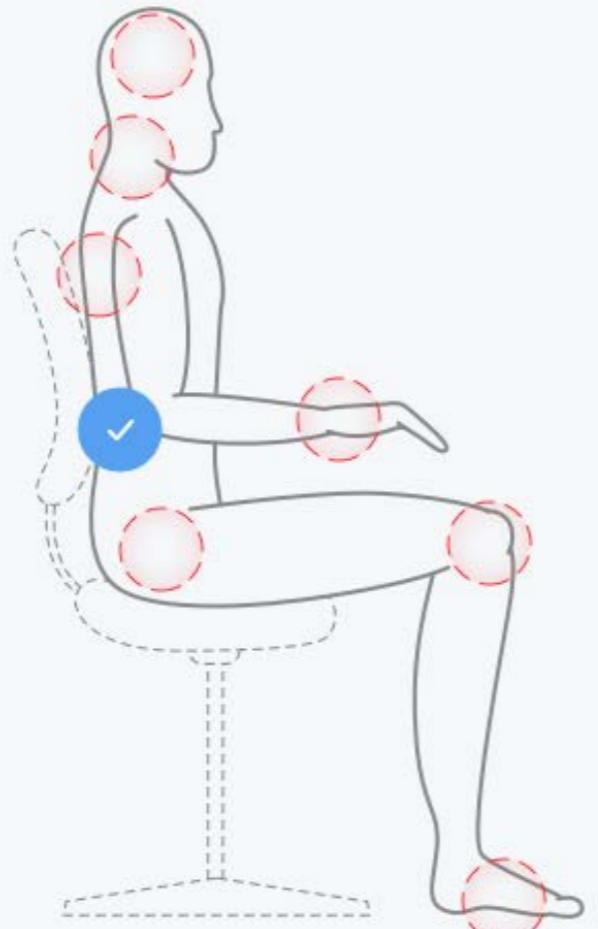
Do you have aches & pains after work?

We've combined the power of cutting edge technology with PhD doctors' experience to help you work pain free.

... • • •

Questions  
2 of 4

Anywhere else that causes you pain?



NEXT

Try getting your legs and feet in frame.

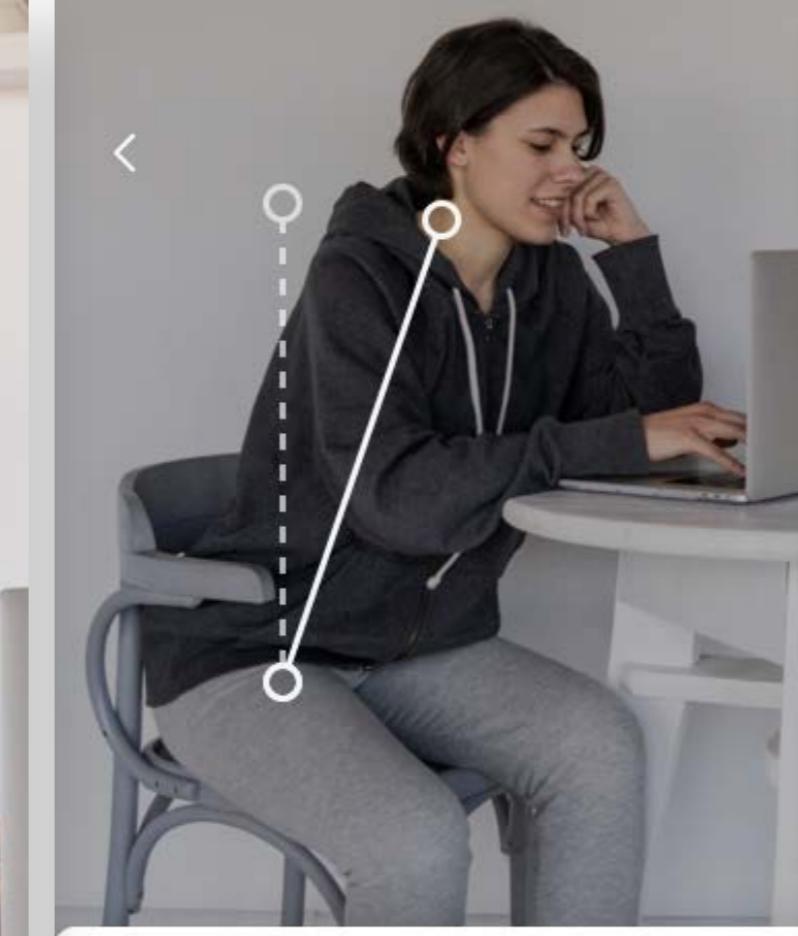
I CAN'T      OK



We noticed you tend to slouch at your desk.

Slouching can actually cause tension to build in the spine, which makes for backaches, neck aches, and even headaches. When you finally decide to stand up straight, your muscles will resist.

NEXT



Replace your chair  
High Impact

A high-backed chair may help improve your posture. Here are the chairs we recommend:

**MOST RECOMMENDED**

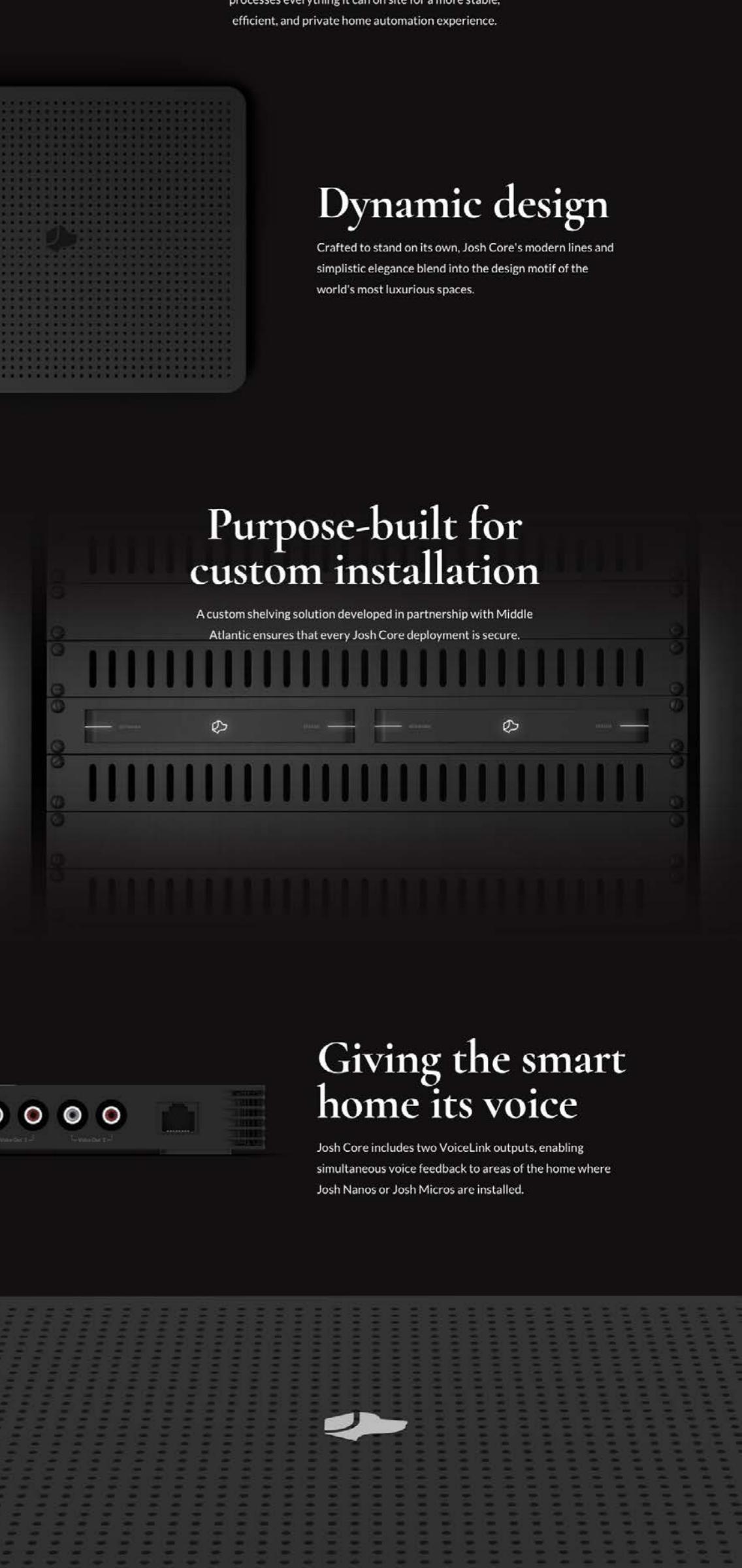
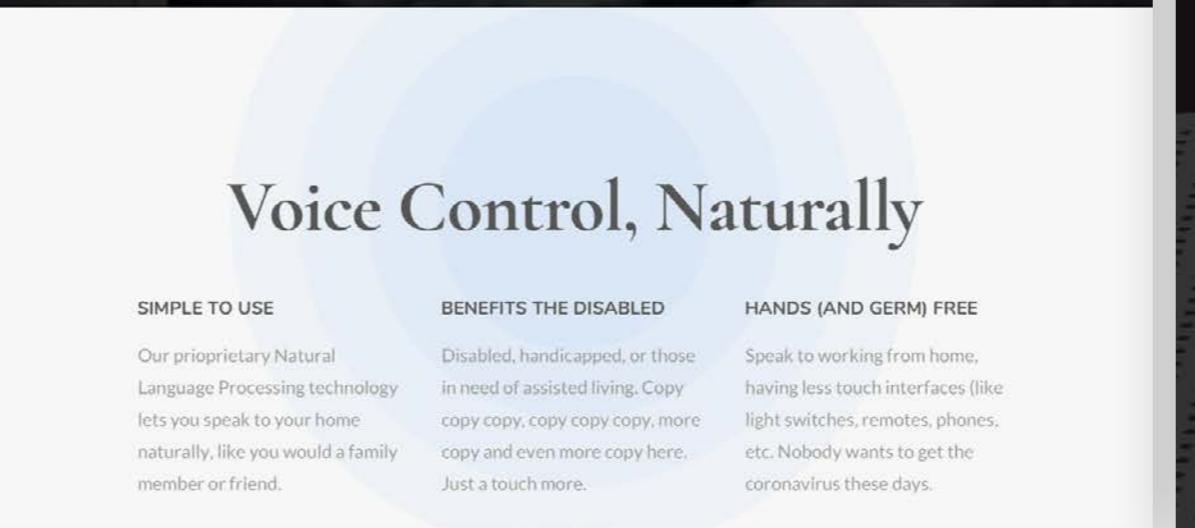
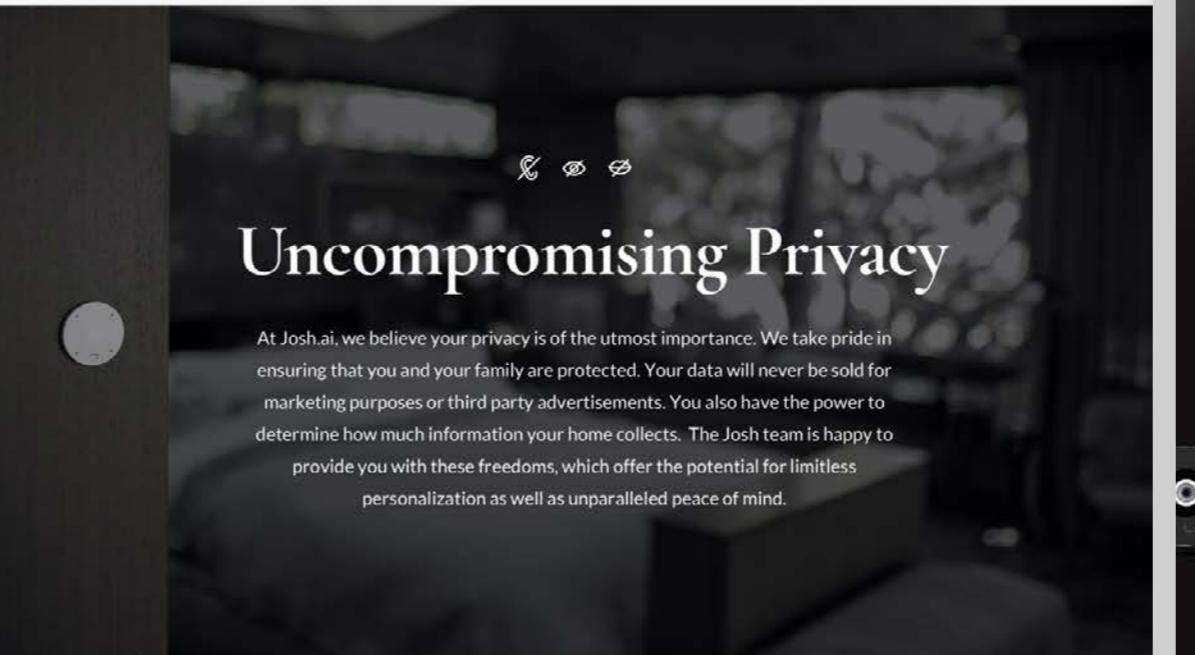
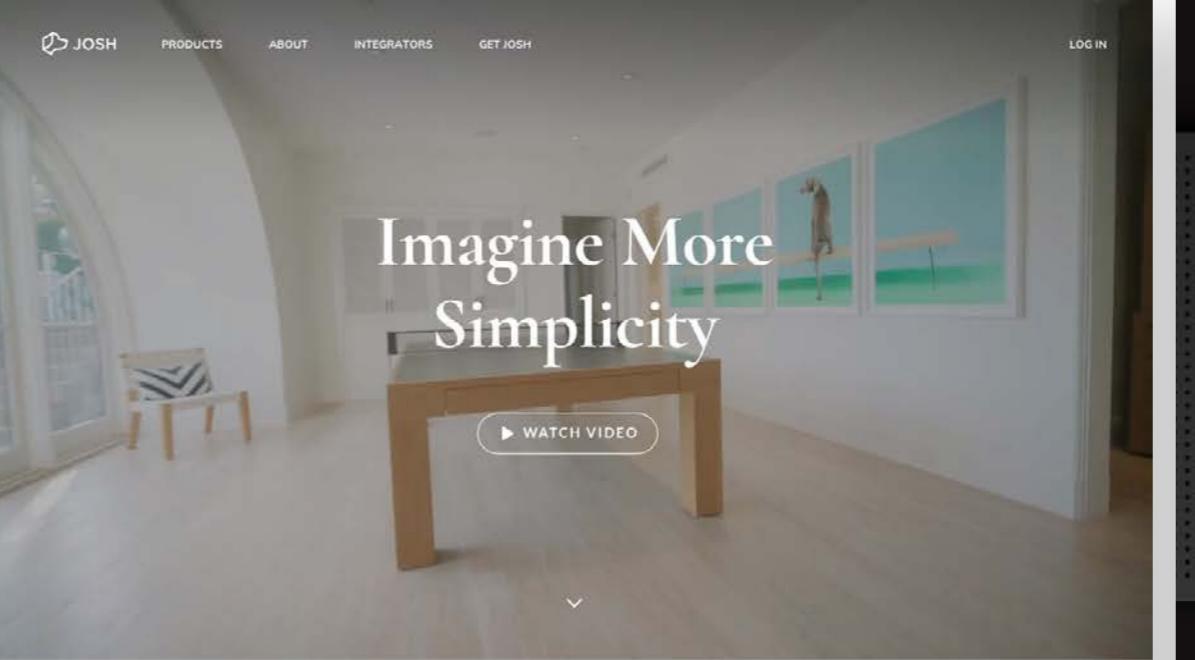
**Steelcase Leap**  
\$1,036



BRANDING, WEB DESIGN

# Josh.ai Marketing Website

I designed the josh.ai marketing site.  
Check it out at [www.josh.ai](http://www.josh.ai).



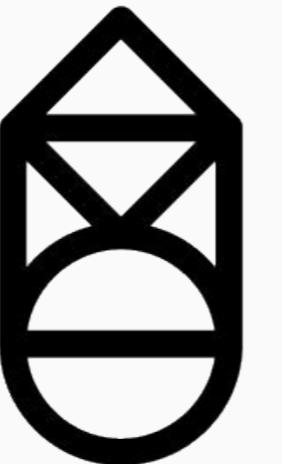
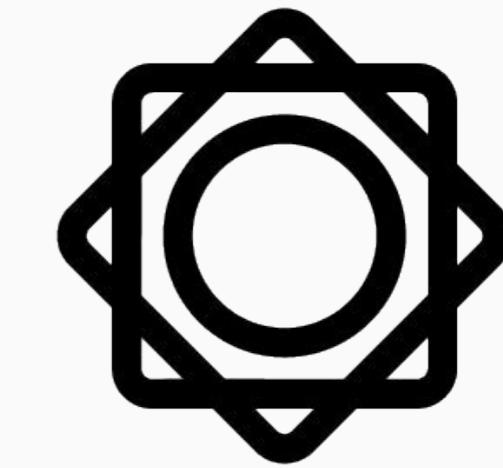
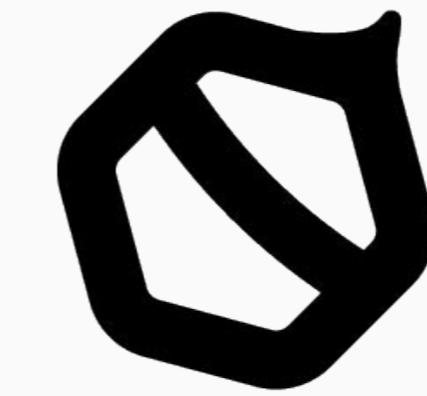
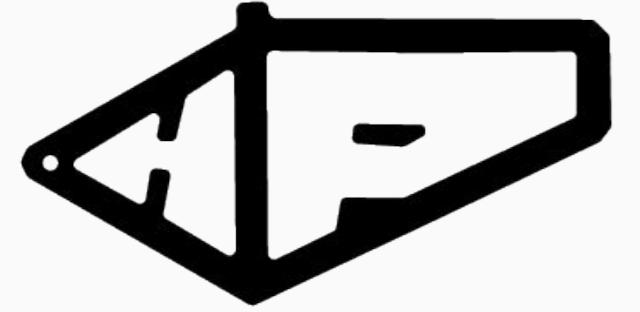
**BRANDING, MOTION, 3D**

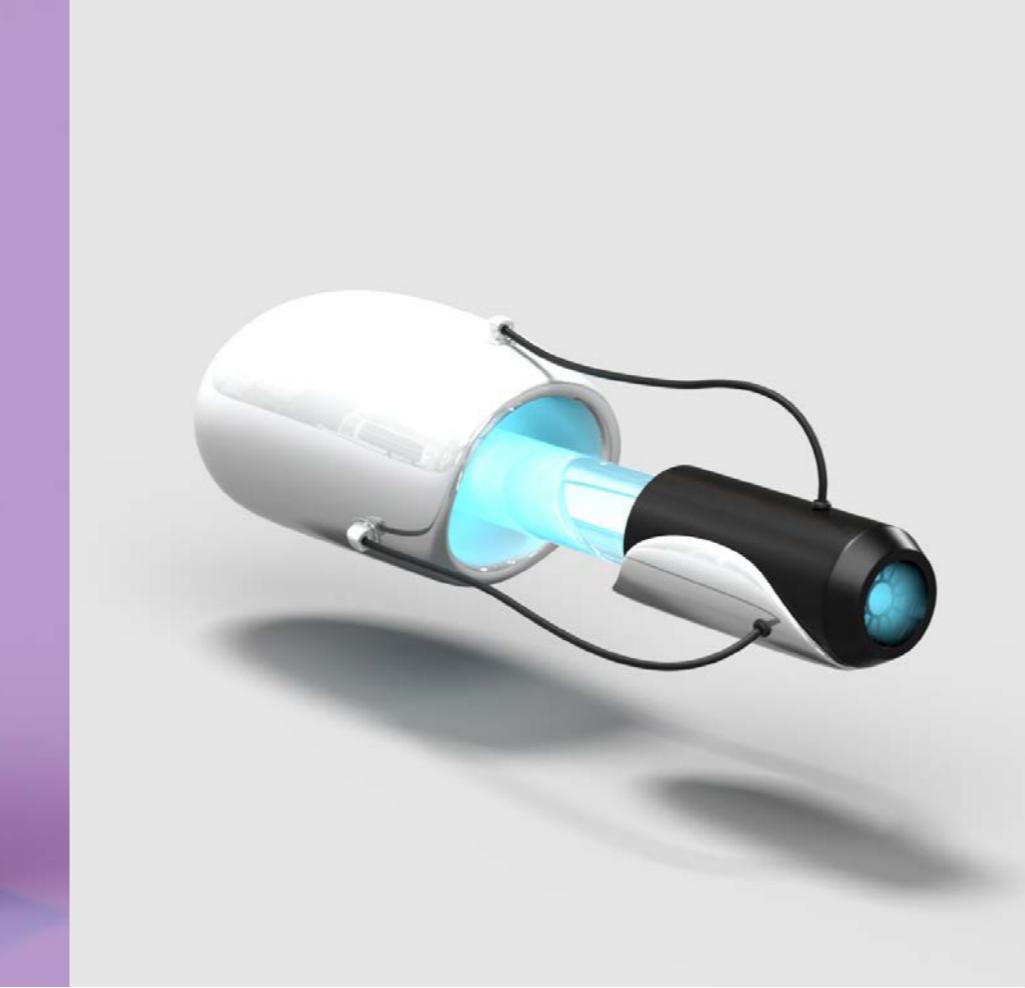
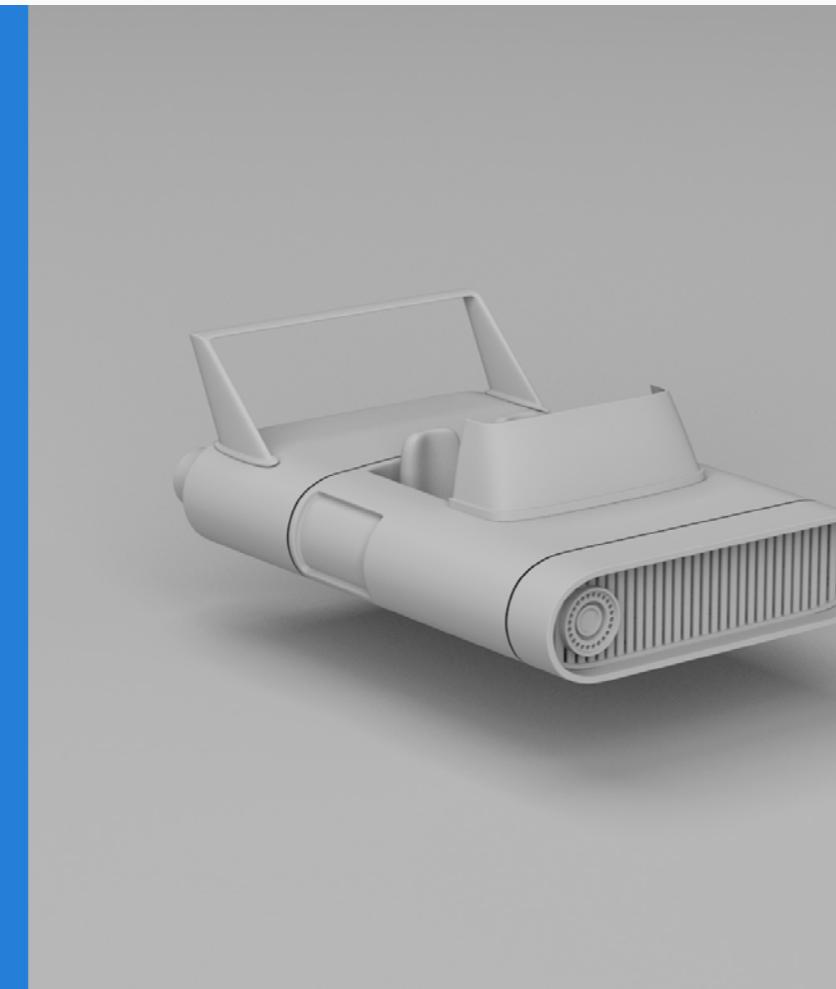
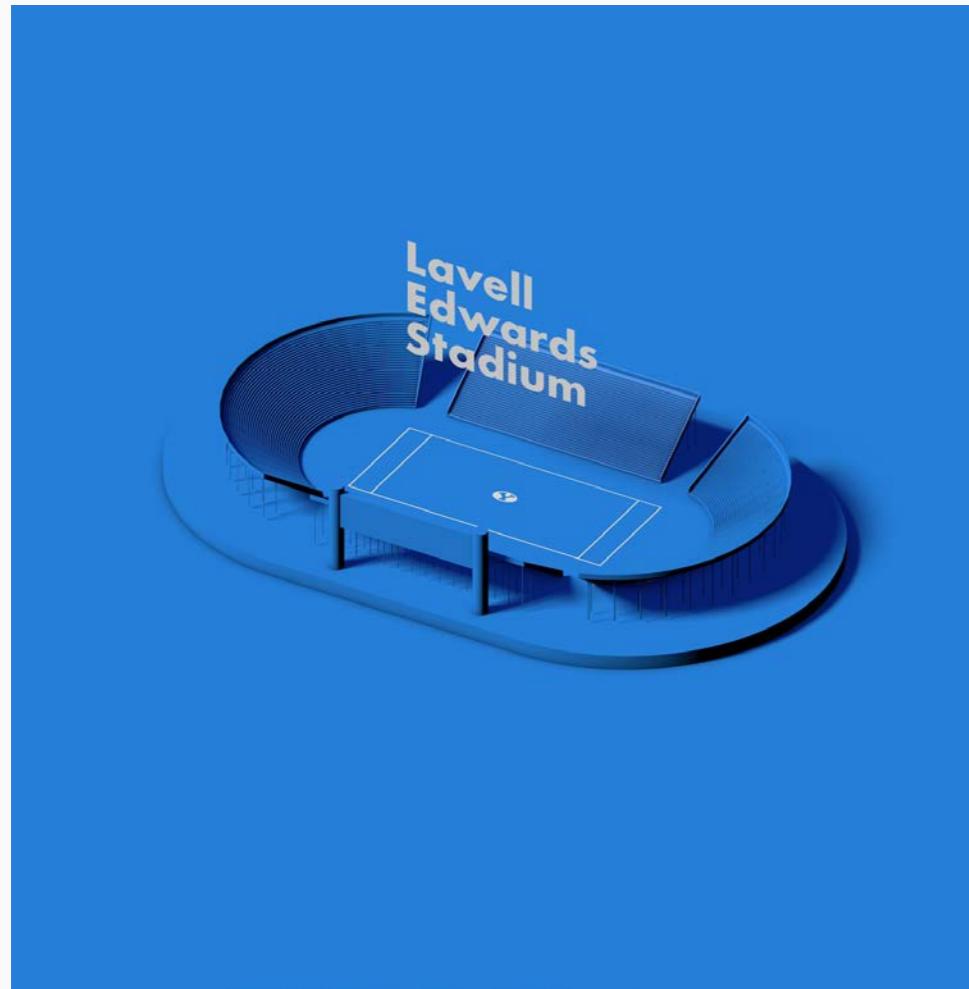
# Other Random Stuff

This is all side hustle work, and personal projects that I'm proud of but didn't capture the full design process. And it's hard to show motion design in a PDF, so let me know if you want to see my motion work.

You should check out some of my drawings on instagram, too—[@doodlesbybrian](#)







# Thanks for making it this far :)

If you're interested in working together, you can find me at [hola@theLissilent.com](mailto:hola@theLissilent.com).

And if you're not interested, let me be the one to tell you—you're making the biggest mistake of your life. Even bigger than that time you invested in Theranos.

Ok, maybe it wouldn't be **that** big of a mistake. But you never know—It could be. That's all I'm saying... You **could** be making a \$10 billion mistake.