

Joshua Line

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Summary

Experienced digital product designer for software products across a variety of industries. Hands-on specialist and advocate for best practices in user experience design and usability testing to create products that look beautiful and function to customer and business needs. Analytical business manager who is no stranger to deciding how to prioritize based on business value, efficiency, and customer retention of any given feature set. Champion of the voice of the user when planning for new products or existing product enhancements and communicating needs at all levels of an organization.

Experience

John Wiley & Sons, Inc.

2021 - 2022

Lead UX Designer

- **Product Design:** Led the team in the design of three products within the continuous publishing space, including ereading software, an authoring system for creating eBooks, and a system for creating interactive learning content within interactive eBooks, as informed by the APL design system, usability testing, and heuristics for mobile and web design.
- **Design Workshops:** Designed and facilitated workshops to uncover team priorities for each product, assumptions of the users and user behavior, and identify areas of innovation for exploration and delivery within the product space.

Quicken Loans

2021

Senior UX Designer

- **Product Design:** Stood up a UX design practice within Rocket Loans. Performed heuristic reviews on established designs to identify and correct any usability issues. Led the experience design efforts for a personal loan app (mobile and desktop experiences) to increase origination conversion by thirty-one percent.
- **Usability Testing:** Using scenario-based testing and a think aloud protocol, I tested design concepts with users to increase app usability across mobile and desktop experiences.

Robots and Pencils

2019 - 2020

UX Designer/Pencil

- **User Research:** Performed contextual inquiry and interviews for a QA triage team in an autonomous vehicle company to better understand their pains and identify opportunities for improvement. Performed usability testing to validate prototypes were suited to information goal and triage team member tasks.
- **Product Design:** Examined and thoroughly analyzed employee workflows to introduce assistive AI to the QA triage team workstream of activities in order to eliminate 95% of manual entries (from eighteen steps to two steps). Led the design for an assistive AI solution that will augment in-person planning for youth leaders and troop leaders within a youth-led organization. Led the design for the creation of a Slack bot that will accept questions from students and forward answers from teaching assistants. Designed a Salesforce solution to assist managers in tracking success measures for the teaching assistants.

PNC Financial Services Group

2018 - 2019

UX Team Lead, Digital Product Management Manager

- **Product Strategy:** Set the vision for web properties to serve customers with investable assets up to \$100M, which included creating a user-friendly experience and prioritizing features to drive repeat business with these high value customers.
- **Voice of the Customer:** Developed a strategy for capturing customer requirements and feedback on new features, delegated tasks to direct reports and provided hands-on execution of customer testing in a variety of analog and digital formats drawing from user experience best practices.
- **Product Design:** Led the team in the original design and continuous improvement for PNC systems based on usability testing results and best practices for web, tablet, and mobile design.

Tobii Dynavox

2015 - 2017

Lead UX Designer

- **Product Design:** Designed for people caring for and working with individuals with expressive/receptive language issues (ALS, cerebral palsy, autism).
- **Usability Testing:** Tested concepts and software using formative and summative methods, and evangelize UX methods and processes.
- **Hardware & Software Product Strategy:** Created product requirements for both hardware and software-based products, using journey maps and user story maps to identify key interaction points.
- **Product Management:** Defined success criteria for product functionality and experience.
- **Team Management:** Mentored designers through one-on-one meetings and critique sessions.

UPMC Enterprises

2014 - 2015

Senior UX Designer

- **Product Experience Workflows:** Optimized workflows for mobile and natural language processing software by identifying areas of improvement for design and experience.
- **Product Optimization:** Led the evaluation of patient-centered behavior in healthcare & imaging workflows to increase patient satisfaction, lower healthcare costs, and increase efficiency.
- **Statistical Modeling & Big Data:** Created an equation to explain user behavior and identify opportunities for optimization within the experience.
- **Defining Business Value:** Developed the methodology to prioritize features for design.

UPMC Health Plan

2012 - 2014

Mobile Solutions Analyst/UX Designer

- **Product Design:** Led the team in the redesign of the UPMC mobile app, resulting in a 30x increase in app downloads and 102x increase in sign-ins on the app.
- **Requirement Prioritization:** Captured and rationalized the priority of requirements for multiple digital channels, including the UPMC mobile app, across a variety of customer and business stakeholders.
- **Development Collaboration:** Kept a continuous feedback loop with the development team with a goal of delivering enhancements on time, on budget, and within scope.

Celerity Innovation Center, Acsys Interactive, LEVEL Interactive

2010 - 2012

Senior UX Designer & Interaction Architect

- **Product Design:** Redesigned an enrollment form that increased enrollment by 119%. Reduced enrollment-related calls by 22%.
- **User Experience:** Managed the user experience design for web properties from major US brands.
- **Program Management:** Led overall user experience for various large US health systems and other brands across both internal and external web properties.

Barnes & Noble.com
Information Architect

2008 - 2010

- **User Experience Design:** Led the user experience across interactive channels including My B&N, Search, B&N Studio, Gift Cards, Mobile, Used/Textbook/Marketplace, and B2B, resulting in increases across the board in acquisition, engagement, and retention.
- **Hardware & Software Product Management:** Participated in the design of the Nook experience.
- **Product Roadmap:** Provided input for the prioritization of features across various web and mobile properties.

BubbleShack, LLC
Partner & Information Architect

2000 - 2007

- **User Experience Design:** Served as the owner of user experience services for all interactive projects.
- **Team Management:** Acted as co-owner of this agency and built out a team for UI and UX design.
- **Project Management:** Introduced usability testing to promote continuous improvement in design.

Personal Projects

100 Dead Brands in 100 Weeks – reimagining 100 brands that are no longer in service.
<https://dribbble.com/fictionjunky/projects/517639-Dead-Brands>

Skills

Design: Human-centered design, design thinking, user research, ethnography, user interviews, contextual inquiry, usability testing, strategy, customer journey maps, experience maps, story maps, wireframes, specifications, user interface design, accessibility (ADA and WCAG), prototypes, personas, information architecture, card sorting, empathy maps, jobs to be done (JTBD), software development life cycle, statistics, KPIs and OKRs, guerilla research and testing.

Tools: Figma, Adobe XD, Sketch, Mural, Miro, Principle, InVision, InVision Studio, Axure RP, Adobe Illustrator, UserZoom, Usertesting.com, Silverback, Omniture/Adobe Analytics, Google Analytics.

Agile: SVPG agile training, agile UX (scrum, Kanban, lean UX).

Development: HTML, CSS, JavaScript, Bootstrap, PHP, Python.

Education

MS, Information Architecture/User Experience Design
Kent State University

MLIS, Library and Information Science
Kent State University

BS, Psychology
Eastern Michigan University