Josh**Nelson**

Product Designer / Entrepreneur / Storyteller

""I choreograph the intersection between creative output and business."

Seasoned designer with 12 years of industry experience driving new initiatives while crafting simple, refined solutions that communicate, empower, and delight. I lead conversations for high-level ideation and then translate them into parallel tracks with tactical objectives that lay the foundations for exponential measurable growth while mentoring the next generation.

Skillset

Design:

- Enterprise Design Focus
- Visual & Interactive Design
- Information/Data Architecture
- User Journey Mapping
- Design Operations Management

Product/Business:

- 0-1 Startup Experience
- Storytelling & Communication
- XFN Relationship Development
- Roadmapping & Prioritization
- Sprint Planning & Execution

Research:

- UCD Research Methodology
- Competitive Analysis
- Interviewing & Survey Development
- Usability & Validation Studies
- Research & Data Synthesis

Experience

Staff Product Designer

Less than 1 year | Jan 2023 - **Present** | Audioeye | Seattle, WA

- Strategic lead for 0-1 enterprise B2B products focused on Governance, Risk Management, and Compliance (GRC) solutions.
- Launched new product experience in 4 months with parallel architecture for tactical contract capture and long-term scalability.
- Supporting development and organization of accessible design system.

Strategic Lead - Founder

4+ years | June 2019 - **Present** | Project Cobalt | Seattle, WA

- Strategic lead of human rights advocacy organization. Founded to combat illegal cobalt mining industry practices in the DRC
- Supported Program Development Intern in 2021 from Seattle University with construction of local WA State initiatives to support increasing visibility.

Product Designer

3+ years | May 2019 - Jan 2022 | (Meta) Facebook | Seattle, WA

- Product Design IV Contingent with Pro-Unlimited: May 2019 - April 2020
- Supported numerous Enterprise Engineering teams: Career Growth Products, Workforce Products, People Products Platform, Learn Platform, Manager Products, Onboarding Tools, Internal Mobility.
- Crafting consumer-facing & enterprise user journeys - large platform systems and individual program-driven products and features.
- 0-1 Product initiatives: Onboarding Administration & Organizational Workforce Effectiveness
- Founder & host of internal Design Culture Podcast
- Component contributor to People Theme (XDS) Design System & P3
- Product design interviewer, process contributor & onboarding partner

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Product Designer / Entrepreneur / Storyteller

Principal Videographer - Founder | **5+ years** | 2014 - 2020 | Produced by Josh Nelson | Eureka CA

- Produced over 40 films with over 15 thousand views
- Digital storytelling & concept production - DSLR on-site video production
- Trained & managed team of 3 production assistants

Product Designer

Previously: Lead Marketing & UI Designer

7+ years | 2012 - 2019 | EvenVision | Arcata CA

- Managed the design/development of 30+ digital projects
- Collaborated on over 100+ projects with design & engineering teams
- Comprehensive custom dev CMS, CRM & eCommerce experiences
- Strategic planning, rapid prototyping, wireframing, information architecture
- Marketing Consultant & Content Strategist - SEO Jedi
- User Interface (UI) & User Experience (UX) - End-user & backend systems
- Lead of discovery team - responsible for EvenVision growth strategies
- Business consultant - data collection, analysis, insight generation,
- Client acquisition, long-term stakeholder & 3rd Party relationship retention

Research Associate | **4+ years** | 2015 - 2019 | StrategicBusinessInsights.com | Menlo Park CA

Summer Intern: June 2015 - Aug 2015 & June 2014 - Aug 2014
- Authored 350+ SCAN reports on disruptive consumer technology
- Reports emphasize strategic business applications and market implications
- Presentation design & storyboarding for SCAN & Driverless Futures

Academics

Master's Degree | **2018 - 2020** | University of Washington | Seattle WA

- MS in Human Centered Design and Engineering | GPA: 3.84
- Degree Augmentation - Fosters Business School - Entrepreneurship
- Contributing Author - Var City UW Student Publication

Bachelor's Degree | **2013 - 2015** | Humboldt State University | Arcata CA

- BS in Business Administration & Marketing | GPA: 3.92
- Double Minor in Sustainable Economics & Graphic Design
- Outstanding Student Award in Marketing

Extracurricular

UW MS HCDE Student Mentor | **2021 - Present** | HCDE Department - University of Washington

- Supporting groups of MS students transitioning into the tech field.
- Initiated and supported student-led HCDE Podcast for the department.

Design Advocate/Lecturer | **2013 - Present** | College of the Redwoods & 2U x UC Berkley Extension

- Comprehensive guest lectures on various design methodologies and practical techniques for leveraging design in Tech.