



Joshua Hathaway

Hi, I'm Josh. I am a designer, strategist, design leader, and I believe in the power of design to make our lives easier. I'm an experienced senior product designer, bringing over 15 years of expertise designing digital products and experiences for organizations such as Autodesk, WHOOP, Dell Technologies, Logmein (Goto), Johns Hopkins University, Coca-Cola, State of Massachusetts, and more.

CORE COMPETENCIES

- Jobs-To-Be Done
- User-centered design
- Design thinking
- Wire-framing & prototyping
- Usability testing
- Visual design
- Design systems
- Interaction design
- Information architecture
- Workshop/brainstorming facilitation
- User journey mapping
- Responsive web design
- UX writing
- Mobile design
- User research
- User interviews
- Figma
- Cross-functional collaboration
- Agile development methodologies
- Analytics-driven design decisions

EXPERIENCE

Principal User Experience Designer (Contingent) **Autodesk** Dec. 2023 - Present

- Responsibilities
- Collaborated with fellow ESE - XD team members and shared cross-domain insights and processes to increase efficiency and align with strategic goals.
 - Worked with counterparts within cross-functional teams like Product, Engineering, Research, and Data to maintain alignment with product/project vision and objectives.
 - Helped lead discovery efforts and worked alongside Research to conduct user interviews, engineering platform research, competitive analysis, etc.
 - Generated research documentation, user flows, clickable wireframe prototypes, visual design, and insights.
 - Utilized user-centered design methodologies to help solve Marketing painpoints and drive business value.

- Highlights
- Currently working on an internal tool that helps Marketing leverage AI to translate video content, and ultimately shorten translation times and potentially save millions each year on translation costs.
 - Collaborated with Research, Product, Engineering, and Marketing to imagine a fast dashboard in PowerBI for short-term email marketing campaigns, displaying Operational Metrics.

Director of Design The Gnar Company Aug 2021 - Dec 2022

About	<p>The Gnar is a human-centered product consultancy delivering end-to-end solutions throughout a product's life cycle, from 0-1 MVPs to large enterprise ecosystems.</p>
Responsibilities	<ul style="list-style-type: none">• Designed and oversaw the user experience of products from conception to launch and beyond, collaborating with product managers, engineers, business analysts, subject matter experts, writers, marketers, and more.• Optimized user experience through user journey mapping, process flow charts, design briefs, wireframes and interactive prototypes, moodboards, high-fidelity mockups, and design systems.• Led a small team of designers, and created consistent processes that increased collaboration with stakeholders and decreased overall product development time.• Facilitated workshops to gain consensus among key stakeholders and identify product goals and measures of success.• Conducted user research, interviewed end users, collaborated with analysts, and implemented user testing to inform design decisions.
Highlights	<ul style="list-style-type: none">• Collaborated a Mass General Brigham fellow and product engineers to design an app that helps cardiology physicians and students more accurately read EKGs.• Gathered crucial insights from users allowing us to greatly enhance the speed, usability, and training of an application for AARP Foundation. Time saved allowed volunteers to serve more folks, reducing property taxes for low-income seniors across the US.• Led a team that designed a multi-faceted, employee portal for a frozen dessert franchise, increasing access to training and company-wide communication, and providing a centralized, consistent knowledge base for all employees.

Principal, Designer, Strategist Hathaway Design Co. Aug 2015 - Aug 2021

About	<p>Hathaway Design Co was product design and UX consultancy that delivered thoughtful, data-informed design solutions for organizations like LogMeln (now Goto), Bealls Florida, Johns Hopkins University, Dell, and the State of Massachusetts.</p>
Responsibilities	<ul style="list-style-type: none">• Collaborated with cross-functional teams; product managers, engineering teams, marketing and brand teams, researchers, business analysts, executives, writers and other key stakeholders.• Designed products from conception to launch and beyond, through user journey mapping, process flow charts, design briefs, wireframes and interactive prototypes, moodboards, high-fidelity mockups, and design systems.• Facilitated ideation with key stakeholders and conducted user research to continue alignment on business goals and guide UX decisions with data.• Created design processes and systems which enabled more meaningful collaboration with teams and key stakeholders.
Highlights	<ul style="list-style-type: none">• Helped increase online sales of a fast-fashion retail brand by 38% following the design of mobile-optimized and accessible mobile presence.• Collaborated with Coca-Cola B2B sales leaders, marketing agency designers, and a development team design and build an intuitive resource portal that sales opportunities and increases brand visibility among restaurant owners.• Worked with product managers, designers, engineers, and TheNorthFace R&D to design an end-to-end mobile app that makes operating and adjusting a heated ski jacket faster and more fun.• Teamed up with diet researchers at Johns Hopkins University and conducted user research that steered design on a mobile app that allows study participants to track their food and sleep faster and with more precision.• Collaborated with product managers, engineers, and state legal counsel to design an accessible application, from conception to launch and beyond, that enables the State of Massachusetts to review background checks of all commercial and ride-share drivers in the state and helps remove thousands for drivers from the roads each year for various offenses and violent crimes.

Creative Director Ntara Feb 2004 - Jul 2015

About Ntara is an award-winning, full-service digital agency that provides end-to-end solutions for products, apps, websites, and custom sales tools.

- Responsibilities
- Managed and scaled a close-knit team of senior designers, art directors, writers, and front-end developers, mentoring designers and maintaining a 100% retention rate while Creative Director.
 - Designed end-to-end user experiences using user research, flowcharts, design briefs, wireframes and interactive prototypes, moodboards, and high-fidelity mockups to plan and hone award-winning products, websites, and sales tools.
 - Facilitated ideation with executives and key stakeholders, and created processes to strengthen collaboration with engineering, IT, sales, and marketing teams of Fortune 500 companies.
 - Advocated for design, and collaborated with sales and agency executives to pitch new business, respond to RFPs, presented new ideas and strategies.

- Highlights
- Collaborated with Xerox executives and global marketing team along with brand agency leaders, engineers, content writers, project managers, and more to research, plan, prototype, and design a new Xerox.com, localized for 40+ languages and regions, to accompany a new brand rollout and streamlined business offerings.+
 - Increased accessibility, usability, and approachability of an ecosystem of tools, websites, and experiences for a large healthcare organization in North Carolina. Through close partnership with internal IT, marketing, and brand teams, provided digital strategy, user experience design, interface design, response web design, and app design for a large variety of projects, from large corporate websites to interactive touch-screen kiosks for the children's hospital.
 - Oversaw end-to-end design and creative of a custom tool for Xerox Global Services that enables sales team to showcase and customize solutions based on the industries and needs of the customer, and accelerated their B2B sales cycle by 41%.

Art Director Ntara Mar 2011 - Jan 2013

Senior Designer Ntara May 2009 - Mar 2011

Designer Ntara Feb 2004 - Aug 2009

SKILLS & INTERESTS

- Design leadership, processes, and advocacy
- Design-thinking and user-centric design
- User experience and product design
- User research, interviews, and focus groups
- Illustration and writing
- Facilitating workshops and brainstorming
- Brand strategy and design
- Figma, Sketch, Adobe CC
- Simplifying and organizing complex things
- Making things
- Mountain biking
- Celtics and Spurs basketball
- Printmaking
- Casting plastic action figures
- Reading science fiction

EDUCATION

East Tennessee State University

Johnson City, Tennessee

