Joshua Hathaway

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

CORE COMPETENCIES

- User-centered design
- Design thinking
- Wire-framing & prototyping
- Usability testing
- Digital strategy
- Visual design

- Design systems
- Interaction design
- Design management
- Workshop/brainstorming facilitation
- User journey mapping
- UX writing

- Mobile design
- User research
- Figma
- Cross-functional collaboration
- Agile development methodologies
- Analytics-driven design decisions

EXPERIENCE

Director of Design   The Gnar Company   Aug 2021 - Dec 2022

About

The Gnar Company 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.

Responsibilities

- 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.

- Established and managed design team and department, including profit and loss, budget, and growth, and led the department to profitability in its first year.

- Optimized user experience through user journey mapping, process flows, design briefs, wireframes and interactive prototypes, moodboards, high-fidelity mockups, and design systems.

- Led a team of designers, and created consistent processes that increased collaboration with stakeholders and decreased overall product development time.

- Facilitated workshops to gain consensus among stakeholders, including c-suite, and identified product goals and KPIs.

- Conducted user research, interviewed end users, collaborated with analysts, and implemented user testing to inform design decisions.

Highlights

- 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

Hathaway Design Co was product design and UX consultancy that delivered thoughtful, data-informed design solutions for organizations like LogMeIn (now Goto), Bealls Florida, Johns Hopkins University, Dell, and the State of Massachusetts.

Responsibilities

- Led cross-functional partners through strategic design thinking; product managers, engineering teams, marketing and brand teams, researchers, business analysts, executives, writers, and other 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 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 stakeholders.

Highlights

- Designed an optimized and accessible mobile presence for a fast-fashion retail brand, and helped increase mobile sales by over 38%.

- Collaborated with Coca-Cola B2B sales leaders, marketing agency designers, and engineers to design and build an intuitive resource portal that increases sales opportunities and brand visibility with 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 to conducted user research, and delivered key insights that steered design on a mobile app that helps study participants to track their food and sleep with more precision.

- Collaborated with cross-functional partners and state legal counsel to design an accessible application, from conception to launch and beyond, that enables State of Massachusetts DPU to review background checks of all commercial and ride-share drivers in the state and helps remove thousands of 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, and used user research, 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 enabled 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 brainstorms
- Brand strategy and design
- Figma, Sketch, Adobe CC

- Organizing
- Pottery and ceramics
- Printmaking
- Mountain biking
- Basketball (Go Celtics and Spurs)
- Casting plastic action figures
- Science fiction and fantasy
- Traveling

EDUCATION

East Tennessee State University

Johnson City, Tennesseee