



JOSHUA HATHAWAY

Hello there, I'm Josh. I'm a design leader and product designer based in Austin, TX. I design branded, user-centric applications and tools that make our lives easier.

EXPERIENCE

Director of Design **The Gnar Company** Aug 2021 - Dec 2022

The Gnar is a software consultancy based in Boston, and they specialize in solving gnarly, complex business problems with flexible and extensible products. I was hired to create and grow a design department at The Gnar. I established processes, led design strategy, managed designers, collaborated with product and engineering teams, helped with sales and marketing, worked directly with clients, designed products from start to finish, and led the department to profitability in its first year.

- Highlights
- Collaborated with a cardiology fellow at Mass General Brigham, and designed an app to help doctors and medical students get better at reading EKGs.
 - Redesigned an app for AARP Foundation that helps volunteers reduce property taxes for low-income seniors. Used a user-centric approach, and collaborated with lots of volunteers. With their input, designed a tool that's simpler, faster, and more intuitive – which helps AARP serve more folks.
 - Led a team of UX Designers that reimaged a company-wide employee portal for a frozen dessert restaurant chain in Texas. Conducted interviews and work sessions with their team, and crafted a branded experience that combines company training, knowledge, and communication.

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

In Boston, I ran my own design consultancy where worked as a digital strategist and UX Designer for brands like LogMeIn (now Goto), Bealls Florida, Johns Hopkins University, Dell, The Gnar Company, and the State of Massachusetts. I estimated design work, wrote proposals and RFPs, pitched new work, led digital strategy, facilitated brainstorm sessions and workshops, built prototypes, collaborated with in-house and off-shore teams, conducted user interviews, created testing and QA plans, and used data to design products and tools from beginning to end.

- Highlights
- Collaborated with an advertising agency and Coca-Cola leaders, and designed an online resource library for restaurant owners and management teams.
 - Worked with TheNorthFace Research & Development and the product team at Xively, and helped design a companion mobile app for a connected and heated ski jacket.
 - Teamed up with diet researchers at Johns Hopkins University to design a fun way to collect accurate food and sleep information from research study participants.
 - Collaborated with MarginEdge product managers and engineers to design an app and a roadmap of features to help reduce the amount of time restaurant owners spend running their back office.

Creative Director Ntara Feb 2004 - Jul 2015

Ntara is a digital agency in Tennessee that specializes in large websites and custom sales tools. Initially, worked as an illustrator and animator on games and interactive presentations. As the agency pivoted from a 3D visualization and video shop to a classic digital agency, designed user interfaces, websites, and apps. Progressed from an entry-level designer, to Senior Designer, to Art Director, to Creative Director, and led a team of designers, copywriters, animators, and front-end developers. Managed the design department, created creative processes, helped with sales and marketing, led workshops, and designed award-winning websites and interactive sale tools from start to finish.

Highlights

- Collaborated with Xerox marketing team and helped plan and design Xerox.com. Designed a flexible interface that was translated and localized for 40+ languages and region. Designed brand style guide microsite, helping execute their global rebrand rollout.
- Work with Marketing and IT of a large healthcare provider to design an ecosystem of websites and tools to serve folks in eastern NC. Created the information architecture, content strategy, and visual design for a massive network of hospitals and providers. Crafted a Cancer Center microsite to tell the stories of cancer survivors. Designed the experience from beginning to end, including concept creation, user experience design, photo/video shoot direction, writing, art direction, and even interviewing survivors for videos.
- Directed designers and animators to create a high-end, custom tool for Xerox that enabled their sales team to showcase and customize solutions based on the client. The concept centers around a 3D city, and the experience helped their global sales staff have more relevant conversations with potential clients.
- Created a series of fun, interactive games to generate holiday buzz and reinforce a lighthearted company culture for Cingular Wireless (Now AT&T Mobility). Concepted, designed, and illustrated a handful of company-themed interactive games.

SKILLS & INTERESTS

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| • Design leadership, processes, and advocacy | • Simplifying and organizing complex things |
| • Design-thinking and user-centric design | • Making things |
| • User experience and product design | • Basketball (Go Celtics) |
| • User research, interviews, and focus groups | • Bike rides |
| • Illustration and writing | • Printmaking |
| • Facilitating workshops and brainstorming | • Casting plastic, bootleg action figures |
| • Brand strategy and design | • Recording silly rap beats and music |
| • Figma, Sketch, Adobe CC | • Reading science fiction |

EDUCATION

East Tennessee State University

Johnson City, Tennessee