



Joshua Mauldin

Player-coach design leader who puts humans first

joshuamauldin.com
hello@joshuamauldin.com
(980) 337-0249

Experience

Azibo

Director of Design November 2022 – June 2023

Player-coach role. Revitalized design team, brought design ops and cross-functional collaboration to reduce time-to-market and increase customer growth.

- **Established a design system pipeline.** Used Storybook and Figma to harmonize design patterns and imagery. Took weeks off the time required to validate and ship new initiatives.
- **Grew design team to five.** Optimized for research, prototyping, and design systems to better represent customer voice and reduce time to market.
- **Collaborated with marketing to increase customer base.** Led a rebranding to differentiate from competitors. Optimized referral program to incentivize signups. Created low-code templates for marketing to generate landing pages without design team involvement.
- **Improved signup conversions by 3x.** Distributed onboarding throughout the app instead of requiring so much information upfront.
- **Reduced churn and call center volume by 20%.** Created a new user experience for customers that matched their unique workflows. Integrated customer service team into the product creation process.

Artium

VP Design Advocate January 2022 – June 2022

Director of Design September 2019 – January 2022

Player-coach role. Founded, built, and managed the design practice that functioned as an in-house product team for clients in cleantech, healthcare, fintech, and more.

- **Crafted a flexible, human-centered design process.** Built cross-discipline collaboration as a core tenet so that teams could go further, faster, together. This positioned product teams to be autonomous, and reduced time to market.
- **Created equitable, transparent leveling guidelines.** Ensured our team knew what it took to level up, and crafted different paths that didn't lock people into one specific track.
- **Designed and launched a digital marketplace for Major League Baseball.** Focused on digital collectibles. Went from concept to market in 5 months, helping them move millions during its first week.
- **Designed a cross-platform mobile app for EVgo.** Reduced call center volume by 40% and made charging EVs safer and simpler.

Pivotal / VMware Tanzu Labs

Senior Product Designer / Design Lead July 2018 – September 2019

Player/coach role. Trained clients from the ground up to be full-stack designers who could perform user research, user testing, and user interface design.

- **Launched a mobile-first marketplace for CoreLogic, a large real estate company.** Resulted in 50% increase in revenue for this product. Our team set the stage for their \$6 billion acquisition.
- **Built design systems for the US Space Force.** Helped one product team scale up to ten by giving them a shared, flexible design language. Reduced the time and complexity to coordinate shooting lasers into space from three weeks to two hours. (Yes, I'm serious.)

Cardinal Solutions (Now Insight Global)

Principal Product Designer / Mobile Solutions Lead Sep 2015 - Jul 2018

Led company's mobile product design strategy and efforts for healthcare, retail, and IT clients. Managed designers and supported them in their career growth.

- **Designed a 5-star mobile app.** Garnered over 750k positive reviews for a leading consumer retail brand. Boosted average transaction by 60%, most of it coming from the app.
- **Designed a large healthcare system's mobile app.** Led the design of a cross-platform mobile app that helped a healthcare client transition to a new record keeping system and had its first telehealth experience. Generated thousands of new visits in the first quarter.
- **Designed an app that was a healthcare network's first use of AI.** Determine which pre-op procedures a patient should have based on the latest research. This saved the company millions and gave patients peace of mind, knowing they wouldn't undergo any unnecessary procedures.

American City Business Journals

Senior Product Designer, Mobile May 2012 - September 2015

Individual contributor role. Led design efforts for three mobile apps as well as the company's first-ever responsive redesign.

- **Turned a 1-star app into a 5-star one.** Implemented in-app ratings before Apple offered such a technology. Advocated for and integrated customer feedback into the product development process.
- **Launched a new content management system.** Reduced time to publish a story down by 50% and integrated opengraph technology.
- **Led the creation of a flexible design system.** Supported both web and native apps that matched a recent company rebrand.

About Me

Over 15 years of hands-on design, 5 years of leadership, and a relentless drive for crafting superior user experiences. Loves teaching, supporting, doing. Transforms industries from healthcare to fintech and beyond. His core values: swift, purposeful action, flexible processes, global accountability, and powerful communication.

How I Can Help You

- Build an accessible, inclusive design system that works for web and mobile
- Take a concept to high-quality market-validated idea in (next to) no time
- Cement design as a strategic partner in your organization
- Boost cross-functional collaboration to unlock your team's full potential

My Qualifications

- 5+ years of management experience
- 15+ years of practicing design in total
- Designed multiple 5-star apps for iOS and Android
- Writing a book on how to have hard conversations (Rosenfeld, 2023)

My Values

- Responsibility and thoughtfulness about what you put into the world
- Principle-driven, not process-shackled
- Create a kinder, more equitable world for everyone
- Feedback is a gift