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# Joshua Graves

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## Profile

I have over 15 years of hands-on design, 5 years of leadership, and a relentless drive for crafting superior user experiences. I've designed software to help Space Force fire lasers into space and earned over 500,000 5-star reviews on apps I've designed. Big or small, I love working through tricky problems and designing the right approach to addressing them. My first book, *We Need to Talk: How to Have Hard Conversations with Anyone* is due in 2025.

## Experience

### Director of Design, Founder @ Lost Horse — 2024

Partnered with clients in civic technology organizations to develop and implement user experience strategies for complex, enterprise-level platforms.

- **Designed for AI at scale.** Designed an intuitive, AI-powered podcast summarizer platform.
- **Crafted scalable design systems.** Shortened the gap between design and engineering while also future-proofing the system.
- **Enabled clients to practice human-centered design.** Wrote and implemented courses for newcomers to design in high stakes environments.

### Director of Design @ Azibo — 2022 – 2023

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

- **Improved signup conversions by 3x.** Distributed onboarding throughout the app instead of requiring so much information upfront.
- **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.

### Director of Design @ Artium (Formerly Fractal) — 2019-2022

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.

- **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.

## Design Lead @ Pivotal Labs (Now VMWare Tanzu Labs) — 2018-2019

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 real estate data marketplace.** 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.)

## Principal Product Designer @ Cardinal Solutions (Now Insight Global) — 2015-2018

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 an app that was a healthcare network's first use of AI.** Determined 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.