






Joshua Morse

Product Design Leader

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CONTACT ME

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SKILLS

Product Design

- Accessibility standards (WCAG and 508)
- Design sprints and workshops
- Design system creation and maintenance
- Flowcharts
- High-fidelity mockups
- Information architecture
- Interaction design
- Prototypes (mid-high fidelity)
- Visual design principles
- Wireframes

UX Research

- Contextual interviews
- Journey maps and Storyboards
- Persona creation and maintenance
- Survey creation and analysis
- Usability testing
- User research methodology
- Web analytics and data analysis

Leadership

- Agile Scrum and Kanban processes
- Employee performance and mentorship
- Hiring management
- Lean UX processes
- OKRs and SMART goals
- Roadmap planning and strategy
- Writing and communication

For over 15 years I've led design for growing companies in B2B SaaS, healthcare, fintech, enterprise cloud, security, consumer goods, and more, resulting in designs that secured millions in revenue, improved conversion rates by over 250%, and ranked at the top of analyst magic quadrants.

For 11 years I've led teams that built top-ranked SaaS products, where I implemented low-ego, high-collaboration, Lean UX processes. By ensuring that everyone is involved in the design process, I have improved team velocity by as much as 40% in Jira reports. My diverse leadership skills empower teams to deliver great products that customers love.

WORK EXPERIENCE

Product Design Manager *January 2024 - February 2024*
[Lexicon Services \(remote\)](#)

- Led the design and engineering teams in implementing Agile and Lean UX processes and a new design system until the project was canceled.

Director of Product Design *November 2021 - May 2023*
[RxVantage \(remote\)](#)

B2B SaaS startup connecting healthcare providers with treatment information.

- Oversaw design of a new mobile and desktop data dashboard that drove six-figure upsells of our enterprise life sciences manager product.
- Led user research that uncovered major issues with our top roadmap item, leading to a seven-figure revenue pivot by delivering the treatment information most important to health care providers and patients.
- Led new cross-functional, lean UX processes with engineering and product leadership and a new design system using Figma and Storybook which increased team velocity by over 25% in Jira reports.
- Organized, hired, managed, and mentored a diverse design team.
- Following broader company layoffs which heavily impacted the design team, I took time to travel, visit family, and improve my skills.

Lead Product Designer *July 2020 - October 2021*
[Very Good Security / VGS \(remote\)](#)

B2B SaaS startup that secures critical financial data and optimizes payments.

- Led design and research for a new onboarding flow, increasing conversion of our fintech security Vault product by over 250%.
- Led the creation a new design system and a [new look and feel](#) with improved accessibility and visual design that customers loved.
- Designed and tested the MVP for the Payment Optimization product launch, driving millions of dollars in new revenue.





User Experience Manager *April 2010 - July 2020*
[RightScale / Flexera \(Santa Barbara, CA\)](#)

RightScale was a B2B SaaS startup with enterprise cloud governance and automation products acquired by IT portfolio company Flexera in 2018.

- Spearheaded the design of top-ranked enterprise cloud products in the [2019 Gartner and 2018 Forrester magic quadrant reports](#).
- Championed cross-functional UX practices with company leadership resulting in 40% velocity increases for both product and engineering.

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SOFTWARE PROFICIENCY

Product Design Software

- Adobe Creative Cloud
- Axure RP
- Balsamiq
- Figjam
- Figma
- InVision
- Miro
- Sketch
- Userinterviews.com
- Usertesting.com
- Zeplin

Other Software

- Appcues
- Asana
- Atlassian Suite (Confluence & Jira)
- CMS platforms (WordPress, Drupal, etc.)
- GitHub
- Google Analytics
- Google Suite
- Heap Analytics
- Hotjar
- Intercom
- Microsoft Office
- Mixpanel
- Productboard
- Salesforce
- Snowflake
- SurveyMonkey

Programming Languages

- HTML 5
- CSS3 & Sass
- JavaScript
- SQL
- TypeScript

WORK EXPERIENCE

RightScale / Flexera continued

- Hired and mentored a talented team of UX designers and researchers.
- Architected Flexera's onboarding connector, speeding time-to-value by two months and generating over \$10 million in enterprise cross-sells.
- Established the custom RightScale Design System using Jekyll and NPM and the Flexera Design System using DSM, improving product consistency and design and engineering team velocity significantly.
- Drove design and research for the launch of Optima, which increased qualified enterprise leads in our target market by over 25%.
- Developed a customer interview tracking tool which integrated with Jira and Salesforce, which drove roadmap planning and product strategy.

Information Architect

May 2008 - April 2010

Enlighten (acquired by Perficient)

Digital agency working across verticals. Acquired by Perficient in 2015.

- Led design for six-figure, [award-winning](#) products for a range of clients, including Hunter Douglas, John Frieda, and Merrell Shoes.
- Led a transformation to more efficient design tools and processes.

Software Developer

July 2005 - August 2006

Epic Systems Corporation

The largest electronic medical records vendor in the U.S.

- Coded a new Oncology software product (Beacon) and conducted usability research with oncologists and nurses in hospital settings.

EDUCATION

M.S. in Human-Computer Interaction

August 2006 - April 2008

University of Michigan School of Information

- Received the top School academic prize, the [Margaret Mann Award](#).
- Won second place at the [ACM-SIGCHI Student Design Competition](#).

B.S. Computer Science, B.A. English

August 2001 - May 2005

Hope College

- Earned the [Computer Science & Literature Senior Prizes](#).
- Awarded the prestigious National Merit Finalist Scholarship.

VOLUNTEER ACTIVITIES

Nonprofit UX Volunteer Team Lead

2021 - 2023

- With the [Boulder UX Research Meetup](#), I led junior UX professionals through a [full UX research process](#) to improve UX for three nonprofits.
- Nonprofits included [Colorado Uplift](#) (2021), [Shadowcliff Retreat Center](#) (2022), and the [Colorado Gives Foundation](#) (2023).

Professional Meetup Activities

2012 - 2024

- Co-founded the [Santa Barbara UX Meetup](#) and UX Book Club.
- Mentored junior designers for [Hexagon UX](#), [Denver UX](#), and [Boulder UX](#).