

JOSHUA A. LANDIS

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I am a driven and versatile **Design Leader**, **UX Researcher**, and **Product Designer** in Washington, DC, with 16 years of professional experience at a variety of organizations. Currently, I am the UX and Product Design Team Manager at U.S. News & World Report where I lead the UX team toward better usability and scalability.

RELEVANT SKILLS

- Design Management
- A/B Testing
- Design Ops
- Personas
- CSS
- Figma
- Product Design
- User Testing
- Design Systems
- Heatmaps
- Research Ops
- Wireframes

PROFESSIONAL EXPERIENCE

► **MANAGER, PRODUCT AND UX DESIGN:**

Sept 2023 – Current

U.S. News & World Report; Washington, DC

- Lead a team of 6 staff designers and 6 off-site contractors as the head of the UX Team.
- Facilitate major product projects by reviewing designs and coaching designers on the cross-functional/hybrid UX team.
- Partner directly with the Brand and Marketing team to refresh the U.S. News brand by designing major brand assets as well as providing documentation and training to support brand stewardship.
- Own and maintain the design system in alignment with the brand aesthetics and UX best practices.
- Manage redesign efforts by creating or delegating mocks, components, and documentation. Reduced design system to 1/3rd of its previous size.
- Facilitate Usability Research by building training documentation, maintaining relationships with vendors, and reviewing test plans to democratize research efforts.

► **SENIOR USER EXPERIENCE DESIGNER:**

Jan 2016 – Sept 2023

U.S. News & World Report; Washington, DC

- Created UI elements, facilitated yearly launches, and was design stakeholder for multiple verticals.
- Integral member of the Design System team.
- Led the design system migration to Figma.
- Served as Research Operations lead; creating documentation of test results, training teams on best practices, and providing guidance for running research as well as managing and identifying new tools.
- Managed several contract designers, delegating assignments, reviewing work for UX and U.S. News best practices, and facilitating smooth interactions with product teams.

► **MANAGER, DIGITAL MEDIA DESIGN:**

Sept 2008 – Jan 2016

United Way Worldwide; Alexandria, VA

- Served as point of contact for brand-related inquiries for the 120k employees of United Ways around the country.
- Managed strategic relationships with major vendors, including Constant Contact and One Each.
- Administered Brand Management site, which supplies local United Ways with localizable brand assets.
- Oversaw front-end design updates of public website UnitedWay.org, internal network toolkits and products, external and partner sites, and provided leadership and expert opinion on all web-based products.



EDUCATION

UX Certificate – UX Research Specialty | Nielsen Norman Group | Completed: 2023
Certification – User Experience Design | General Assembly, Washington, DC | Completed: 2015
Bachelor of Science – Digital Media | Drexel University, Philadelphia, PA | Graduated: 2007

RECENT PROJECTS

► DESIGN SYSTEM REORG

Ongoing

- Without dedicated resources, the U.S. News design system, Atlas, has grown too large, cumbersome, and outdated.
- Led the effort to begin reorganizing the design system starting with a full audit of all existing design components to identify overlapping functionality.
- Began redesigning new components to align with new branding direction and reorganized the libraries into functional groups.
- Collaborated with the platform development team at all stages of the project, developing processes to better hand off component designs.
- Itemized required components, creating design tickets to delegate continuing design work to my team.
- Created documentation for design system rules around borders, spacing, typography, color, and variable usage.

► U.S. NEWS HOMEPAGE AESTHETIC REFRESH

Summer 2024

- Collaborated with Brand and Marketing and Editorial leads to create wireframes aligned with new editorial strategy.
- Managed review process for wireframes with major stakeholders, including executive leaders, SEO, Ads, and Business Intelligence.
- Began iterating on wireframes by redesigning major components, using Material Design as the base level of most fundamental components.
- Handed off final design after more stakeholder reviews, creating documentation for new component behavior and running QA during the dev process.
- This new homepage design will be the basis for a complete aesthetic redesign that overlaps with the design system reorganization.

► FIGMA MIGRATION

Summer 2023

- Managed the process of scaling up our component pipeline and personally rebuilt and migrated main styles and 32 core components.
- Built a centralized intranet section to save and share tutorials, tasks, and best practices for building components.
- Created an onboarding presentation to train designers in using Figma and building components.
- Developed a ticket template and managed individual tickets to delegate creating components to other designers.

