

JOSHUA A. LANDIS

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I am a driven and versatile **UX Researcher** and **Product Designer** in Washington, DC, with 14 years of professional experience at a variety of organizations. Currently, I am a Senior User Experience Designer at U.S. News & World Report where I have led numerous teams to embrace UX strategies and Usability Research.

RELEVANT SKILLS

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

PROFESSIONAL EXPERIENCE

► Senior User Experience Designer: U.S. News & World Report; Washington, DC Jan 2016 – Current

- Created UI elements, facilitated yearly launches, and was design stakeholder for Health, 360 Product Reviews, and News verticals as well as an integral member of the Design System team,
- Lead the effort to migrate to Figma.
- Research Operations lead; creating documentation of test results, training teams on best practices and guidance for running research as well as managing and identifying new tools.
- Manage 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: United Way Worldwide; Alexandria VA Sept 2008 – Jan 2016

- Point of contact for brand related inquiries for the 120k employees of United Ways around the country.
- Managed strategic relationships with major vendors like 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

► 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.

► Research Operations Ongoing

- Created templates that combined all stages of brainstorming, iterating, launching, and documenting individual research projects.
- Built four guides covering best practices, roles and responsibilities, and analysis steps for major research methods, which are available on our intranet.
- Created and facilitated presentations for onboarding staff as well as for sharing test results with other teams or executives.
- Manage the organization's ongoing relationships with major research tool vendors and assist staff with troubleshooting.

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► Quizzard Recommendation Tool

Winter 2023

- Identified optimal vendor by building a recommendation quiz concept test, then initiated communication with them to assess pricing and scalability.
- Created wireframes and sample user flow to communicate approach.
- Designed embed page for quiz as well as results and promos that can be embedded around the website to funnel users into the quiz.
- Built initial tests with customized imagery and logic on vendor's platform to guide product teams.

► 360 Redesign

Winter 2023

- Researched and redesigned all product review pages to be more scannable and better highlight key information for users.
- Collaborated with development and product teams to streamline processes and cover edge cases in designs.
- Initial tests of redesign saw a double digit increase in revenue.