

JOSHUA LANDIS

UX Designer and Product Design Leader

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Design Leader, UX Researcher, and Product Designer with long and varied experience leading UX teams, supervising designers, and acting as the principal UX stakeholder for the organization. Change manager adept at guiding teams through major reorganizations, implementing new design systems, and integrating AI design tools to expedite engineering efforts and create a more seamless design iteration process. Known for a management style focused on team development and individual learning, while ensuring accountability. Strong grasp of engineering and programming processes with excellent collaboration history with engineers.

CORE SKILLS

Design Team Management
Material UI
Figma

Design Systems
Product Design
V0

Platform Design & Operations
Usability Research
Adobe Creative Suite

PROFESSIONAL EXPERIENCE

U.S. NEWS & WORLD REPORT, Washington, DC

Jan 2016 - Mar 2026

Manager, Product and UX Design, Sep 2023 - Mar 2026

Led a team of 5 staff designers and 6 off-site contractors acting as the head of the UX Team as well as setting direction for UX for the organization. Guided cross-functional team on product strategy and on triaging major product projects, communicating with product teams on major goals and coaching designers to best meet those goals, managing design resources when needed based on organization priorities.

- Owned and executed major **overhaul of design system** in alignment with the brand aesthetics and UX best practices, making it simpler and easier to understand, with fewer sources of development debt.
 - Conducted full **audit of 300+ design components** to identify overlapping functionality and eliminate redundancy.
 - Collaborated with platform development team at all stages of the project, identifying **Material UI** as a basis for the refresh from a pool of 5 other design systems and system frameworks.
 - Created **library of design tokens** to align design with engineering. Reorganized components into 7 functional groups aligned with Material UI's organization.
 - Delegated 40 customized component work tickets to the design team, training them in best practices and in Figma.
 - **Documented design system rules** available within the centralized Confluence intranet as guidance for borders, spacing, typography, color, and design tokens for use by designers and engineers.
- Drove **efficiencies** in the design system, reducing it by two-thirds while ensuring full functional performance.
 - Identified opportunities to improve **scalability**, in collaboration with platform engineers.
 - Improved naming conventions and navigation in the system, eliminating the need to create new elements.
- Collaborated with the Brand and Marketing team leader to **refresh the U.S. News brand** by designing major brand assets, such as a batch of 10 email templates. Executed major update of the brand guidelines.
 - Pitched **building brand guidelines** as the U.S. News had not had comprehensive guidelines in some time. Having a brand reference document would allow teams within the organization to better align with brand messaging and aesthetics.
 - Initiated **cross-functional collaboration** with major stakeholders, including Photo Editors and Lifecycle Team members, to define and guide certain important branding principles and applications.
 - Worked with a staff designer to create guideline **outline** and edited final copy.
 - Designed print lay out for final 40 page shareable Brand Guideline artifact along with visual aids.
- **Overhauled site Homepage**, a major hub with millions of unique users a year.

- Managed review process for **wireframes** with major stakeholders, including **executive leaders**, SEO, Ads, and Business Intelligence to acquire consensus in one month.
- Began iterating on wireframes by redesigning around 20 major components, using Material UI as the base level of most fundamental components. These components were intended to be modular and reorderable to allow **flexibility** around the news cycle.
- Handed off final design after more stakeholder reviews, creating documentation for new component behavior and **running QA** with three engineers during the development process.
- **Heatmaps** and **Google Analytics** conducted after launch revealed an increase in key engagement metrics such as time on page.
- Facilitated Usability Research by building training documentation for research methods, like **user testing** and **interviews**.
- Conducted skills assessment on individual team members. Provided **mentorship** as needed.

Senior User Experience Designer, Jan 2016 - Sep 2023

Individual contributor on a cross-functional design team, acting as the main designer for several verticals.

- User Experience team embedded designer for Health, News and Consumer Product verticals.
- Created dozens of complete web experiences in collaboration with vertical teams as part of go-to-market (GTM) strategy for new products, including creating wireframes, **prototyping**, and executing high-fidelity redesigns of multiple products like U.S. News Hospitals and facilitated major product launches and updates with collateral and design assets.
- Designed updates for major **B2B** licensing products for Hospitals.
- Led the design system migration to **Figma** in three months, to better align with design standards and streamline the design process by eliminating redundant design tools.
- As Research Operations lead, generated documentation of test results, **trained teams on best practices**, and provided guidance for running research as well as managing and identifying new tools.

UNITED WAY WORLDWIDE, Alexandria, VA

Sep 2008 - Jan 2016

Manager, Digital Media Design

Generalist designer for Brand department of a major non-profit organization.

- Served as point of contact for **brand-related inquiries** for 120k national United Way employees.
- **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.
- Managed strategic **relationships with major vendors** such as Constant Contact and One Each.
- Administrated Brand Management site, which supplies United Ways across the country with localizable brand assets.

GENERAL SKILLS

Microsoft Office (Word, Excel, PowerPoint)

Google Workspace

Atlassian Suite

Verbal and Written Communication Skills

Technical Prowess

Adaptable

Certified Scrum Product Owner

Collaborative

Creative

Dependable