

Josh Cooley

Product Designer

EDUCATION

University of California San Diego

B.S. Cognitive Science with Specialization in Human Computer Interaction

Minor: Computing and the Arts - Visual Arts

Salesforce User Experience Credential - In Progress

EXPERIENCE

Director of User Experience

Source Intelligence 2016 - 2022

- Interface with users and customers to realize the best experience for enterprise clients.
- Create and manage reusable UX assets to guide design and development efforts at scale.
- Create custom dashboards for enterprise clients to best visualize compliance progress.
- Work with development team to ensure feasibility and design adherence.
- Independently modify front-end code to make UI adjustments as necessary.
- Design, engineer, and manage company website.

Product Design Lead Consultant

Josh Cooley Product Design 2016 - Present

- Assisted numerous companies with services from UI redesigns to complete UX orchestration on various mobile and web based B2B & B2C projects.

Founder

Incubie 2019 - 2022

- Bootstrapped, designed and launched a B2B Slack integrated ideation management tool.
- Handled design, sales and marketing while managing a team of developers and PMs.

User Experience Architect

Innovasystems International 2014 - 2015

- Lead \$8 million dollar contract from conception through development.
- Conducted ethnographic studies aboard carriers to yield user based requirements.
- Created company wide UX reusable asset library.
- Hosted company wide meetings to embed UX principles into the company's culture.
- Realized designs by writing and working with developers on front-end code.
- Worked closely with developers to ensure designs were reasonable and designs were upheld.

User Experience Designer

The Control Group Media Company Inc. 2013 - 2014

- Worked with engineering team to ensure adherence to user needs and design standards
- Pioneered UX as a core discipline within the company.
- Lead effort for complete app redesign, which yielded over a 40% increase in conversion rate.
- Made continuous changes to sales funnel utilizing in app analytics and A/B testing.

Associate Human Factors Engineer

Cubic 2012 - 2013

- Designed and prototyped GUI's for smart scope interfaces and flight control applications.
- Managed usability and industrial design labs.

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DESIGN

- Figma
- Sketch
- Adobe Suite
- Invision

DEVELOP

- HTML5
- CSS3/LESS/SASS
- JavaScript/JQuery
- Angular
- Vue
- Command Line
- Git

AWARDS

- Adobe Creative Jam: People's Choice Award
- Cubic Teamwork Award