

Joshua Naylor

Senior UX Design Leader with 20 years experience building cross-functional teams responsible for crafting multi-billion dollar applications

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EXPERIENCE

Ahold Delhaize, USA, Chicago, IL

Sr. Manager, Experience Design

JANUARY 2022–PRESENT

- Leading cross-functional teams responsible for the top customer-facing features driving over \$92M in weekly ecom revenue for [five major grocery store brands](#)
- Shaping business strategy as a key product leader, aligning roadmaps with business goals and customer needs, resulting in double digit growth YoY for 5+ years
- Driving the adoption of GenAI with our team and testing decentralized UX Design

Manager, Experience Design

NOVEMBER 2019—JANUARY 2022

- Launched bespoke ecommerce platform to three major grocery brands across the US doubling ecommerce penetration and digital engagement
- Implemented countless a/b tests to drive revenue and customer engagement across loyalty programs and increase monthly active app users to 50%
- Founded DesignOps practice at ADUSA, standardizing design processes, tooling, hiring protocols, and promoting the design system which lead to greatly improved team collaboration and 75% faster time to market

Vivid Seats, Chicago, IL

Lead UX Designer

FEBRUARY 2015–MARCH 2019

- Developed our UX practice as the sole design manager on the product team for live events tickets marketplace growing from \$300M in yearly revenue to over \$3Bn by rapidly iterating in a fast-paced startup environment
- Built and managed a team of UX designers, front-end engineers, and graphic designers practicing lean, agile development to deliver across all internal, B2B, and customer-facing products
- Designed and tested full site and app redesigns and dozens of product features that increased key metrics through direct collaboration with broad stakeholder groups including executives, product owners, and engineering managers

Sr. UX Designer

AUGUST 2013–FEBRUARY 2015

- Partnered directly with co-founders to design and develop the first responsive redesign of [vividseats.com](#)
- Created visual designs, UX flows, and prototypes for all products spanning desktop, mobile, and the premier native apps for iOS and Android
- Designed and developed industry-first responsive B2B sales app [SkyBox](#) adopted by thousands of ticket brokers used for listing millions of tickets per year to marketplaces

Vertex Software, Austin, TX

Director of Web Development

FEBRUARY 2010–APRIL 2013

- Led full stack team of designers, front-end, and back-end engineers to create dozens of digital products in Austin and abroad in a demanding consulting environment
- Spearheaded adoption of new principles such as responsive design, mobile first, design thinking, sprints, and agile methodologies
- Collaborated with clients to determine business goals and develop strategies for launching their digital experiences with measurable results

SKILLS

UX/UI Design

UX Research

Leadership

Strategy

DesignOps

Design Systems

Content Design | UX Writing

Usability Testing

Generative AI

Interaction Design

B2C | B2B

Enterprise Design

Agile Development

TOOLS

Figma

UserTesting.com

dscout

Optimizely

Datadog

Storybook

Google Analytics

Adobe Analytics

Qualtrics

Jira | Confluence

Adobe Photoshop

Shopify

WordPress

EDUCATION

Indiana University, Bloomington, IN

BFA Photography

MAY 2006