

# Joshua Naylor

Senior Product Design Leader with 18 years experience leading cross-functional teams responsible for crafting multi-billion dollar applications

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## EXPERIENCE

### ADUSA, Chicago, IL — Sr. Manager, Experience Design

NOVEMBER 2019–PRESENT

- Led cross-functional teams responsible for the top customer-facing features driving over \$1.2Bn in weekly revenue across [five major grocery store brands](#)
- Shaped business strategy as a key product leader, aligning roadmaps with business goals and customer needs, resulting in 100% growth YoY for 5+ years
- Founded DesignOps practice at ADUSA, standardizing design processes and evangelizing the design system, leading to improved cross-functional 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 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
- Implemented UX best practices including user testing, design systems, rapid prototyping, journey mapping, and competitive research

### Vivid Seats, Chicago, IL — Sr. Front-end Engineer

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 very first native apps for iOS and Android
- Designed and developed industry-first responsive B2B sales app [SkyBox](#) adopted by thousands of ticket brokers used for selling millions of tickets per year

### Vertex Software, Austin, TX — Director of Web Development

FEBRUARY 2010–APRIL 2013

- Led a full stack team of designers, front-end developers, and back-end

## SKILLS

UX Design  
Visual Design  
UX Research  
DesignOps  
Leadership  
Strategy  
Design Systems  
Interaction Design  
Usability Testing  
A.I. | Machine Learning  
Content Design | UX Writing  
B2C | B2B  
Enterprise Design  
Agile Development

## TOOLS

Figma  
UserTesting.com  
dscout  
Optimizely  
Google Analytics  
Adobe Analytics  
Qualtrics  
Jira | Confluence  
Adobe Photoshop  
Shopify  
WordPress

developers to create dozens of high-traffic websites in Austin and abroad in a fast paced agency environment

- Spearheaded adoption of new principles such as responsive design, mobile first, design thinking, adaptive design, and agile development
- Collaborated with clients to determine business goals and develop strategies for launching their websites with measurable results

## EDUCATION

### **Indiana University, Bloomington, IN — BFA Photography**

AUGUST 2001–MAY 2006

### **Indiana University, Bloomington, IN — BA Art History**

AUGUST 2001–MAY 2006