

# Josh Lyman

## Experience

### Senior Product Designer - Fictiv

May 2023 - Current | Remote

- Responsible for leading growth initiatives for the core business. Working in close partnership with executive stakeholders, product management, and engineering to drive new incoming business and conversion around first time customer experience.
- Led design of a new lead time selection tool that reduced customer required input by 25-30% from quote to checkout.
- Conducted and structured UX research plans around User Adoption and Purchaser Persona to inform data-driven design decisions, including new A/B testing.
- Introduced a new In-Platform Messaging (IPM) tool Appcues to the team to pilot a new user onboarding flow and up-leveled design team through training sessions and detailed documentation.
- Developed and launched first ever AI driven feature within the company Materials.AI to assist with advanced material selection, increasing conversion rate by 50%.

### Product Designer - Growth Mar 2021 - Apr 2023

### UI/UX Designer - Salesforce

July 2018 - Feb 2021 | San Francisco, CA

- Designed custom-branded experiences ranging from apps, communities, presentations, and components covering the entire Salesforce product suite.
- Established partnerships with the 20 core big-bet accounts with over \$30 million in ACV closed working directly with our sales team.
- Designed 2 core internal tools, including an internal scheduling dashboard for the executive leadership team. Increasing team efficiency by 65%.
- Owned awareness initiatives for a global team of 50+ to promote design org-wide.

### Associate UI/UX Designer Jan 2019 - July 2020

### Design Success Grad July 2018 - Dec 2018

### Design Strategist - Mindsumo

June 2016 - Jan 2019 | Remote

- Working on exploratory design projects for a range of mid-large scale companies. Ranked top 10 in all time solvers, with over 50 challenges solved.

## Achievements

- 2x Winner of Internal company Hackathon
- Piloted first ever Beta Program for Fictiv Growth Team
- Onboarded design team to new tools Appcues & Figma
- Awarded Organizational MVP - Q4 of FY20

## Contact

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## Design Skills

User Personas  
Rapid Prototyping  
Journey Mapping  
User Flows  
Design strategy  
Wireframes & Mockups  
Branding & Logo Design  
Design Systems  
User-Centered Design Process  
Design Research/Synthesis  
Stakeholder management

## Soft Skills

Organization  
Presentation/Communication  
Leadership  
Detail Oriented  
Cross-team collaboration  
Self-starter

## Tools

Figma/Sketch	Heap/Sigma
Adobe Suite	Blender/Keyshot 3D
Dovetail	Jira/Confluence
Appcues	Basic HTML & CSS

## Education

### University of Oregon

- BA in Product Design
- Minor in Business Administration