Nathan Josephs

Senior Product Designer

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Summary

Senior product designer with 8+ years of experience leading end-to-end design for complex analytics, internal tooling, and consumer-facing products. Proven track record of driving design excellence across ad tech, e-commerce, and enterprise SaaS, with deep expertise in data visualization, workflow optimization, and scalable design systems. Skilled at collaborating cross-functionally with engineering, product, and research teams to ship impactful products for global audiences. Seeking Senior UX Designer role to influence product strategy, mentor design teams, and solve challenging problems at scale.

Professional Experience

Principle Product Designer

Rokt | New York, NY | 2024

Designed next-generation ad experiences for global e-commerce checkout flows

- Embedded in cross-functional research workstreams to support experimentation, A/B test frameworks, and trust-building with partners
- Collaborated with UXR, PM, Legal, and Engineering to define experimentation requirements and ensure compliance & execution quality
- Developed scalable systems to support test planning, participant selection, UX quality standards, and post-test insights reporting
- Established reusable UX documentation and design patterns to standardize test execution across international partner environments

Impact: Enabled reliable research-driven experimentation and rollout of new UX patterns across global e-commerce partners

Senior Product Designer (Contract)

Valence | New York, NY | 2024

Redesigned enterprise security analysis platform for government users

- Conducted user research with government analysts in secure & air-gapped environments; synthesized findings into actionable system improvements
- Partnered with cross-functional security, engineering, and program teams to establish workflows for discovery, testing, and requirements validation
- Streamlined research documentation and reporting process to improve clarity, traceability, and delivery in regulated environments
- Designed new reporting and visualization features that improved time-to-insight for security threat analysis

Impact: Improved research operations and adoption of user-centered improvements for high-stakes government workflows

Senior Product Designer

VidMob | New York, NY | 2018-2023

Led research and design across analytics, production, and reporting products serving Fortune 500 clients

- Owned design strategy and execution for multiple product lines over 5-year tenure, including creative analytics platform, production workflows, and reporting dashboards
- Designed comprehensive analytics suite that enabled clients (Meta, Coca-Cola, WPP, Johnson & Johnson) to measure and optimize creative performance across campaigns
- Led discovery and research initiatives to identify user needs, conducting interviews, usability tests, and workshop sessions with enterprise clients
- Collaborated with data science and engineering teams to translate complex data models into intuitive visualizations and actionable insights
- Established design system and component library that improved design-to-development efficiency and ensured consistency across products
- Mentored junior designers and championed design thinking practices across the organization
- Drove adoption of user-centered design methodologies, running workshops and design sprints with cross-functional team

Key Projects:

- **Creative Analytics Platform:** Redesigned core analytics experience, improving data comprehension and reducing time-to-insight for media buyers
- **Production Workflow Tools:** Streamlined creative production processes for enterprise clients managing thousands of assets
- **Reporting Dashboard:** Designed customizable reporting interface that became primary tool for client campaign analysis

Impact: Improved research velocity, stakeholder alignment, and product adoption across enterprise clients

Junior Product Designer — Web UX & Research

X.AI | New York, NY | 2017-2018

Designed customer-facing web experiences for AI scheduling assistant

- Led UX experiments, funnel research, and usability tests to improve comprehension & conversion for AI assistant onboarding
- Conducted qualitative & quantitative research to refine product positioning & feature adoption

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Education

M.A. Interactive Design | University of Colorado Boulder | 2016-2017

- Accelerated program focused on Agile methodology, user-centered design, and iterative product development
- Thesis work on digital product design and human-computer interaction

B.A. Advertising | University of Colorado Boulder | 2009-2014

- Minor in Business Management | Technology, Arts and Media Certificate
- Focus on copywriting and strategic communication

Skills & Expertise

Core Competencies

- End-to-end product design (research, ideation, prototyping, testing, iteration)
- User research & usability testing (interviews, surveys, A/B testing, analytics)
- Information architecture & interaction design
- Data visualization & complex system design
- Design systems & component libraries
- Workshop facilitation & design sprints
- Cross-functional collaboration & stakeholder management

Tools & Platforms

- Figma (expert), FigJam, Sketch
- Prototyping: Figma, After Effects
- Adobe Creative Suite (Photoshop, Illustrator)
- User research & testing tools
- Analytics platforms & data visualization

Certifications

- Certified Scrum Master (CSM)
- Google AI Essentials Certificate