

# Joshua Curtis

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## Professional Summary

With over 13 years of experience as a UX Designer, I specialize in creating user-centered interfaces, driving strategic initiatives, and enhancing digital product usability through intuitive design. I bring a strong track record of leading cross-functional teams and staying at the forefront of AI-driven UX trends to deliver impactful, human-centered solutions.

## Education

Bachelor of Arts in Graphic Design | Cal Poly San Luis Obispo | Degree obtained June 2008

- Distinguished member of Art & Design Club
- Relevant coursework: Web Design, Color Theory, Advanced Typography, Corporate Identity, Branding and Style guide

## Work Experience

Freelance Lead Product Designer | Joshua Curtis Design | Concord, CA

October 2018 – Present

- Design intuitive UX for SaaS products with React, boosting appeal and usability
- Streamlined deployment with MUI and NextUI for faster design iterations
- Increased user adoption and retention, minimizing marketing costs

Lead UX Designer | edZOOcation | Thousand Oaks, CA

January 2021 – October 2024

- Led UI design system management, ensuring cohesive and consistent design standards
- Oversaw full design process, covering research, tech stack, and user flows with engineers
- Collaborated with designers and developers to optimize site performance and usability

UX Designer, Emerging Platforms | CBS Interactive | Burbank, CA

November 2015 – November 2016

- Led UX research and design for CBS apps across iOS, Android, and OTT platforms
- Worked in cross-functional Scrum product team
- Ensured consistent, engaging experiences across all CBS digital platforms

## Skills

- Conversion rate optimization
- Usability testing
- Human-centered design
- Wireframing and prototyping
- Figma design system management
- Lean UX principles
- Shopify / eCommerce
- Product Management