

Josh Venter

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With over 12 years of experience as a visionary Head of Design, I create user-centric solutions and lead agile teams in fast-paced environments. I have a proven ability to translate business goals into compelling design strategies that drive engagement and growth.

EXPERIENCE

Biorelate — *Head of Design and User Experience*

Feb 2023 - Present

- Developed and executed a bold design vision aligned with business objectives and product strategy, enhancing user experience and customer acquisition.
- Led a multidisciplinary design team, fostering a collaborative culture emphasising creativity, innovation, and KPIs.
- Owned the end-to-end design process, ensuring intuitive, engaging, and visually appealing products.
- Partnered with product management and engineering leaders to define product strategy, prioritise initiatives, and align on product vision and roadmap.
- Advocated for a user-centric approach by leveraging user research, data analysis, and usability testing to inform design decisions.

Achievements:

- Created a design system that improved development handoff efficiency by 50%, reducing time-to-market.
- Designed new AI features that significantly contributed to business growth and secured top Pharma clients.
- Launched a new website an increased drop-off rate to 34.8% from the previous website 82%

DeepStream — *Senior Product Designer*

1 year

DeepStream is a product with a focus on procurement. My responsibilities included:

- Spearheaded the design of new product features to boost user engagement using A/B testing and data analysis.
- Introduced a design system using atomic design methodology.

Achievements:

- Reduced form completion time by 20% which led to an increase in user sign-on rate by 23%
- Launched 3 new product features that increased customer engagement form 45% to by 78%

Pagelizard — *Lead Product Designer*

2.5 years

I was responsible for project management, product design for our SaaS product

SKILLS

Adobe Creative Suite, UX Design Software (Figma, Sketch, Invision, Framer), HTML5, CSS, JS & Bootstrap, Miro (Product Management), Hotjar (User behaviour), Branding, Trello (Design Sprints), Web design, Microsoft Office suite, video editing, animation & Webflow.

ACHIEVEMENTS

3x Tough Mudder competitor, Competitor in the JP Morgan Round the Island Race, Self-taught musician, Practitioner of calligraphy, BJJ Purple Belt

EDUCATION

Harvard - Computer Science (2021)

Webflow Masterclass —UX Web Design (2020)

FreeCodeCamp — Full-stack web development (2019)

University of Surrey — Ba Honors Art & Design (3 Years)

Farnborough 6th Form College — Graphic Design (2 Years)

OnReptile and the UX/UI for all apps at Pagelizard. My responsibilities include:

- Defining and implementing the product vision. Overseeing the product lifecycle from start to finish with a very hands-on approach to design.
- Developing wireframes and prototypes around customer needs. Communicating my research and findings to our stakeholders.
- Using an Agile process to research, design and develop Native apps on Figma. I extract all assets for iOS and Android and hand them off to our developers. I use a quality analysis checklist and refine accordingly.
- Creating and maintaining our new company website set-up through Umbraco (HTML, CSS, JS and Bootstrap)
- Project management across internal projects and client work, scoping and getting new projects signed off, scheduling tasks for the development team, and managing the billable time.
- Conduct concept and usability testing and gather feedback. Primarily, running Design Sprint-style workshops to start new projects, solve challenges efficiently and effectively, and update existing products and services to add the most value for customers.

Medical Solutions — *Product Designer*

2 years

My main responsibility was to create the user interface and user experience for Medical Solutions unbranded app template.

My other duties included:

- Progressive Web App design and delivery. I created over 15 apps for numerous clients like (tifgroup, Havensrock, Alliance Health Group, Allianz, CS Healthcare and M&S)
- Using Sketch to wireframe, Invision to prototype, Typeform for patient feedback and Google Analytics to track user information.
- Creating promotional videos for stakeholders, I was the driving force behind the use of video which created a powerful sales tool and saved thousands of pounds in outsourcing costs.
- Implementing a digital version of our monthly newsletter (through Wordpress) to help increase our SEO rankings and traffic to the Medical Solutions website.
- I created a modular application library to increase efficiency and reduce costs for our app development.

UX Designer — *Freelance*

3 Years

I provided UX and UI design services for 10 start-up companies, focusing on brand and product development.

Bisley — *Graphic Designer*

2 Years

I worked alongside the International Communications Manager to create bespoke graphics for various creative projects.