

Joshua Butler

Digital Product Designer

NYC

Introduction

I'm Joshua Butler, a product designer who bridges the gap between beautiful interfaces and interactions across mobile and SaaS platforms. Whether working with scrappy startups or established enterprises, I'm passionate about taking ideas from idea to launch. My graphic design background gives me a unique advantage for approaching each challenge, and I'm always iterating on processes to make products that truly resonate. In this exciting age of AI, I see myself as both curator and creator—directing intelligent tools while maintaining the human craft.

Contact

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Recent Career Highlights

MeddleKidz, Inc
Design Consultant
2014 - Present

- Spearheaded Clade.co's new GenAI features, driving new sign-ups.
- Developed a marketing platform for AlphaPoint, web and social, resulting in +84% clicks and +37% impressions.
- New AlphaPoint mobile app, 150 exchanges, 7.3m users, \$2b
- Translated Robinhood Futures feature into a web experience

Meltwater
Senior Design Manager
Dec 2024 - Sept 25

- Oversaw design for Meltwater's GenAI and Design Systems group
- Consolidated all Meltwater Platform atomic Figma components into a unified design system
- Core design work on all GenAI features: Platform and CoPilot
- Lead workshops for PMs and designers on vibe coding.

Ridgeline
Senior Staff
Product Designer
July 2022 - Sept 23

- Within Ridgeline's Asset Management platform, I served as the
- Principal Designer for the core trading experience.
- Kickstarted a platform-wide data table initiative, designing most of the core functionality.
- While my primary focus was on a vertical, I contributed to many components added to the broader design system.

JPMorgan
VP UX Designer
Apr 2019 - June 2022

- Lead full lifecycle design of an internal order management system.
- Served as the foundational designer for a new markets application component library initiative.
- Launched three digital product initiatives across Equites.

AlphaPoint
Design Lead/
Senior Designer
Aug 2017 - Apr 2019

- First full time designer at AlphaPoint (a crypto startup).
- APEX: Reimagined an existing white-label crypto exchange platform.
- APAD: Full 0-1 design of their new asset digitization platform.
- Built the design team up with two additional designers (FL & FT hires).
- Brand ownership & art direction of its marketing materials and website.

Other Notable Assignments

CapitalOne
Principal Designer
2016 - 2017

Lab49
Sr. UX Consultant
2014 - 2015

ustwo™
Sr. Visual Designer
2013 - 2014

Fjord
Sr. Visual Designer
2010 - 2013

Education

Master of Fine Arts
Graphic Design
Georgia State University

Skills

UX Design
Visual Design
Vibe Coding/GenAI
Stakeholder Collaboration
Developer Collaboration
Design Patterns
User Interviews
User Journeys/Wireflows
Production
Prototyping
New Business Proposals
Brand Identity
Brand Documentation

Focus Areas

SaaS Products
0-1 Products
Financial Applications
Marketing Websites
Blockchain & Crypto
Mobile Applications
Startup Branding

