

Joshua Butler

Digital Product Designer

NYC

Introduction

I'm a product designer with expertise in UI and interaction design across mobile and SaaS platforms. I thrive in startup and enterprise environments, driving impact from concept to launch. With a Graphic Design education, I bring a well-rounded approach to each project, consistently refining design processes to enhance product effectiveness.

Contact

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Recent Career Highlights

Joshua Butler Corp
Design Consultant
Sept 2023 - Present

- Spearheading Clade.co's new AI features such as investment evaluations, news, and jobs, 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 MRR
- Launched a new marketing site for DungeonBeach.com

Ridgeline
Senior Staff
Product Designer
July 2022 - Sept 2023

- Led design for core trading experience on Ridgeline's Asset Management platform.
- Quickly integrated new features leveraging trading background.
- Kickstarted and designed core features for a platform-wide data table initiative, accelerating implementation time.
- Consolidated two post-trade features, reducing workflow inefficiencies.
- Contributed to broader design system components.

JPMorgan
VP UX Designer
Apr 2019 - June 2022

- Led the full lifecycle design of a complete order management system, simplifying workflows to reduce time trading by 25%.
- Foundational designer for a markets application component library initiative, adopted by 10+ equities development teams.
- Designed single back office platform to eliminate a multi-app workflow, freeing up time by 35% to process debt trades.

AlphaPoint
Design Lead/
Senior Designer
2017 - 2019

- Championed design as AlphaPoint's first full-time designer.
- Revamped APEX platform, reducing user onboarding time by 30%.
- Led 0-1 design of the asset digitization platform, APAD.
- Built the design team with two additional designers.
- Directed branding and art for marketing materials and the website.

CapitalOne
Principal Designer
2016 - 2017

- Team member of CapitalOne's Commercial Digital Innovation Lab.
- Design lead for ReConnect, a first of its kind real estate aggregation tool featuring data from 20M properties, streamlining underwriter workflows.
- Design lead for EPIC, an oil production analysis tool that helped CapitalOne traders identify profitable opportunities.

Other Notable Assignments

Free Association
Principal Designer

Lab49
Sr. UX Consultant

ustwo™
Senior Designer

Fjord
Senior Designer

Education

Master of Fine Arts
Graphic Design
Georgia State University

Skills

UX Design
Visual Design
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
Mobile Applications
Marketing Websites
Blockchain & Crypto
Startup Branding

