Joshua Butler
Digital Product Designer

NYC

Introduction

I'm a versatile product designer skilled in both 0-1 projects and enterprise solutions. I proficiently navigate both enterprise and consumer touchpoints. Drawing from my expertise in interaction and visual design, I swiftly design UI/UX artifacts, prototypes and design patterns. My meticulous nature and analytical qualities enable me to craft strategic and meaningful product experiences. Collaborating seamlessly with diverse teams, I understand user needs and link design with business objectives to deliver products that resonate with users and achieve business aims.

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Recent Career Highlights

Ridgeline (Startup)
Senior Staff
Product Designer
July 2022 - Sept 23

- Within Ridgeline's Asset Management platform, I serve as Principal Designer on Ridgeline's 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.

CapitalOne
Principal Designer
Jun 2016 - Feb 2017

- As part of CapitalOne's Commercial Digital Innovation Lab, I worked with data scientists, PMs, and developers to build internal tools.
- Designed a Commercial Real Estate Aggregation web app.
- Designed an Energy Company Valuation Calculator web app.

Idean
Senior Designer
Aug 2015 - Mar 2016

- Effective design lead for the reimagining of a billing application for the company Metratech during its acquisition by Ericsson. Interviews, research, initial ideation, and finally a sprint-based design rollout.
- New Business: I single-handedly created new business pitch decks for Rescue.org, Moleskin, and IBM.

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
Marketing Websites
Blockchain & Crypto
Mobile Applications
Startup Branding

Other Notable Assignments

Free Association
Prin. Product Designer
Feb 2017 - June 2017

Lab49
Sr. UX Consultant
Jul 2014 - Aug 2015

ustwo™
Sr. Visual Designer
Aug 2013 - Jul 2014

Fjord
Sr. Visual Designer
Jun 2010 - Aug 2013

References available upon request.