

HELLO

I'M JOSHUA

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I live in Post Falls, Idaho with my wife and two children. When I'm not working I enjoy reading, writing novels, and spending time outdoors with my family.

Over the past 15 years I've had the privilege of co-founding a software company, working with Google across a range of web projects, Automattic on WooCommerce, XWP.co to serve clients like Beachbody, Heavy.com, PMC, and Thomson Reuters.

The scope of my work included visual design, product design, building design teams, serving as product manager, illustrator, and creative director.

I focus on bringing clarity to chaos, am eternally curious, and have a passion for connection and understanding.

Google

AUTOMATTIC

 bartercard

 BEACHBODY

PMC

 WOO COMMERCE

EXPERIENCE

2021 - 2022 - GREG.APP

Greg helps plant owners care for their plants, and is the best social network on the internet, focused on growing plants together. I joined as a Senior Mobile Product Designer. In Q1 we improved user activation by 200% and turned our focus to improving retention. I loved building an easy and delightful experience for busy customers.

2015 - 2021 - XWP.CO

XWP is an enterprise agency focused on helping companies build products for WordPress. I introduced Product Design to the team and supported our clients as a Senior Product Designer. I worked with Google on Material Design and AMP, Beachbody on bringing their digital platform online, and Bartercard on building Qoin.world. In addition, I was sponsored to work on the WordPress platform and supported a dozen other fantastic clients.

2013 - 2015 - OXYFRESH

Supported as a Senior Product Designer focused on designing for lifestyle brands in the health and wellness space. My work involved guiding junior designers, designing software products for the sales team, and leading branding and illustration initiatives.

2007 - 2012 - SABRAMEDIA

Co-founded a web design company at 19 and worked with the team to pivot to a Software as a Service. This is where I grew up, and learned valuable skills in design, communication, development, sales, and understanding customer needs.

