Josh Nelson

Product Designer

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734-358-4979

Skills

Product design

Product strategy

Design thinking

Microinteractions

Animation (After Effects)

High fidelity prototyping

Visual design

Motion design

Interaction design

Ideation and strategy

User research

Wireframing

Usability testing

SwiftUI

Awards

MISB 25 Under 25 ('19)

Forbes U30 Scholar ('19)

Dean's List (x3)

About Me

Empathetic product designer passionate about creating great experiences through the thoughtful use of motion, delight, and strategy. I am an efficient and organized individual with a strong work-ethic striving to contribute to something meaningful.

Experience

Product Designer @ CBS Sports

January 2021 – Current

Designing the video consumption experience on CBSSports.com, focusing on Live Video Streaming, and personalized recommendations aiming to optimize individual watch time per session.

Contract Product Designer @ Breathwrk

November 2020 - January 2021

Breathwrk is a mental health app backed by Bessemer, Scooter Braun, and more. I was the sole product designer on the team where I led a project around paywall optimization, garnishing a 34% increase in users opting into the premium version of the product. I also designed and prototyped an extensive user onboarding flow that focused on education and conversions.

Product Design Intern @ Rapchat

August 2020 - December 2020

Led the design of an onboarding flow which led to a 15% increase in tracks created by new users. Re-designed the entire browse and app navigation, a major update sent out to 40k DAU. Shipped multiple features from design sprints, focusing on microinteractions and delight.

Product Strategy Intern @ Quicken Loans

June 2020 - August 2020

Deployed product thinking and business strategy to ideate, and create solutions to manage client data more efficiently. Led multiple projects focusing on product strategy, conducted & presented strategic teardowns, and collaborated across teams on projects. Led the visual design of a key business concept that was presented to business leaders and reviewed for implementation.

Product Designer @ WedgeHR

December 2019 - June 2020

Led in the redesign of the main marketing website, which directly lead to investor interest and closing an investment round and an increased conversion rate. Led the design of the core client experience of the main software product, including usability tests and hi-fi prototyping.

Education

Bachelor of Science in Business Administration – Marketing

August 2016 – April 2020, **Wayne State University – Detroit**, **Michigan | GPA 3.73**

Focused learning in all areas of marketing and positioning strategy. Varsity Baseball Student-Athlete. Upon completion – enrolled in a Master's of User Experience before dropping out to join CBS Sports.