

# Josh Madwed

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## Currently

### Sittercity

Product Designer • Feb 2021 - Present

## Past Experience

### Aptean

UX Designer • Aug 2019 - Jan 2021

- Spearheaded the planning, conceptualization, and execution of the first Design System to be used on 20+ products in Aptean's portfolio
- Led end-to-end design of Aptean Pay, a platform that allows merchants to accept payments and capture them in their Aptean ERP, launched in Q3 2020
- Advocated for and became the first in the company to conduct ethnographic research and presented findings at R&D Town Hall
- Communicated high fidelity prototypes with nonlinear flows cross-functionally with engineers, business analysts, and product managers

### Swatchcandy

Co-founder, UX Designer • May 2019 - Aug 2019

- Drove customer discovery by conducting 100+ user interviews to uncover Swatchcandy's goal to help makeup shoppers find the perfect color for their skin tone
- Ideated and designed high fidelity prototypes that led to the launch of app on the Google Play Store
- Featured in Atlanta Business Chronicle's "25 under 25" for innovation

## Community

### Industrial Designers Society of America (IDSA)

Vice Chair, Atlanta Chapter • Dec 2019 - Present

- Initiated multi-chapter event planning which led to increased attendance by 12x
- Developed social media marketing plan which resulted in Instagram following tripling in 6 months
- Spotlited in Innovation Magazine for ability to successfully pivot event structures during the COVID-19 outbreak

### MARTA Army

Board Volunteer, Designer • Oct 2019 - Present

- Launched Operation Bus Stop Census, an initiative to survey bus stops in Atlanta to discover patterns and advocate for transit equity
- Achieved goal to survey 2500 bus stops by volunteering for surveying events and promoting the census with the community
- Designed social media graphics, Zoom backgrounds, and infographics to make the mission and results clear, accessible, and fun

## Education

### Georgia Tech

B.S. Industrial Design

May 2019

Dean's List Recipient

## Tools

Figma  
Sketch  
XD  
Illustrator  
After Effects  
Principle  
InVision  
Axure  
Photoshop

## Skills

Accessibility  
Affinity mapping  
Ethnography  
Ideation  
Journey mapping  
Rapid prototyping  
Storytelling  
Surveying  
Usability testing  
User interviews  
Task analysis  
Wireframing

## Loves

Lorde (musician)  
Public transit  
Psychology books  
Running  
Paper-making