



# Joshua Mauldin

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## Experience



### Director of Design

Artium, September 2019 – May 2022

Founded, built, and managed the design practice at Artium. Continually honed my design craft by building design systems and best-in-class mobile apps for clients in healthcare, web3, and more.

Crafted a scalable, human-centered design process that fostered cross-discipline collaboration. Taught designers how to manage stakeholders. Used the aforementioned to help clients achieve wildly successful outcomes.

#### Work includes

##### Candy

Designed and led a team that went from concept to market in 5 months with a solid design system and marketplace experience. They moved millions in their first week.

##### Assembled Financial

Designed a PPP Loan Forgiveness application for the CARES Act at the start of the COVID-19 pandemic, opening the doors for thousands of businesses to stay afloat. Helped conceive their first neobanking product, Anda.

##### EVgo

Designed a cross-platform iOS and Android app to interface with physical chargers. Helped their team gain the capability to design, manage, and engineer an app on their own.

##### Rocket Mortgage

Managed an audit their design system, Spark. We gave them a path forward on resolving adoption issues and increasing internal adoption through a broken communication process.



### Senior Product Designer / Design Lead

Pivotal / VMware Tanzu Labs July 2018 – September 2019

Built design systems to help one product team scale up to ten. Trained clients from the ground up to be full-stack designers, learn about XP.

Taught our clients how to integrate design into their company, refining design workflows to save weeks of work.

#### Work includes

##### CoreLogic

Helped them launch a mobile-first report marketplace, resulting in 50% increase in revenue for this product. The work our team did helped them net a massive \$6 billion acquisition.

##### Space Force

Built design systems for shooting lasers into space (!) to help one product team scale up to ten.



### Principal Product Designer / Mobile Solutions Lead

Cardinal Solutions, Sep 2015 - Jul 2018

Led mobile product design efforts for healthcare, retail, and IT clients. Also facilitated discovery workshops, built relationships with stakeholders, created rapid prototypes.

Managed 4 designers and supported them in their career growth.

#### Work includes

##### Family Dollar

Designed a 5-star iOS and Android app with over 750k positive reviews. Boosted average transaction by 60%.

##### Atrium Health

Designed an end-to-end virtual visit experience to better serve patients, created a new app that helped them transition to a new record keeping system and save money.

##### Carolinas Healthcare System

Designed an app that was their first use of AI to determine which pre-op procedures a patient should have. This saved the company millions and gave patients peace of mind, knowing they wouldn't undergo any unnecessary procedures.



### Senior Product Designer, Mobile

American City Business Journals, May 2012 - September 2015

Led design efforts for three mobile apps as well as the company's first-ever responsive redesign.

Responsibilities included creating a style guide with consistent design patterns, establishing a design mentorship program to help new designers grow. One big success here was turning a one-star app into a five-star app.

#### Work includes

##### iOS and Android App

Turned a one-star app into a five-star one by implementing a feature that Apple adopted into their OS.

##### Design System

Created a living style guide to accommodate the 40+ journals that we served. Aligned this with their rebrand and kept web and mobile accessibility top of mind.

##### CMS Redesign

Collaborated with 2 designers to reduced the time it took to post a story by half. All by talking to people and removing unnecessary workflows.

## About Josh

Joshua Mauldin is a design leader with 5+ years of management experience and 15 years of practicing design in total. He got his start as a visual artist creating websites for bands.

Since then, he's done what he cares about most: designing 5-star mobile apps and building stellar, high-performing design teams from scratch. He's a leader who loves being hands-on and practicing his craft.

Joshua works with companies in healthcare, fintech, and other consumer-facing industries. He loves new challenges, big or small.

He is currently writing a book called "We Need to Talk: How to Have Hard Conversations with Anyone" for Rosenfeld Media. It's due out in 2023.

Talk to him if you want to discuss:

- Getting away from a stale, process-driven culture into a thoughtful, human-centered one
- Taking a concept to validated idea in (next to) no time
- How to be the best, most supportive leader you can to your team
- How to get people to care about accessibility
- Exactly how annoyed to get when a designer detaches a component in Figma

## Social

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