

Josie Griffith

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Senior UX Designer and Researcher

With over five years of experience leading design and research efforts, I have enhanced and optimized CX and UX, resulting in improved experiences and touch points for both websites and mobile applications. My depth of experience spans from non profits, Edtech and the private sector, to civic tech and government engagements. I have also created and implemented detailed research frameworks, designed and led workshops to facilitate stakeholder engagement, led usability testing and spearheaded customer and subject matter expert interviews to support discovery and validate design decisions.

Experience

UX Designer and Researcher, MO Studio

2023-Present

- Led UX Design efforts for Secure Transition Team, digitizing government applications and software for both internal and external use for the VA
- Designed and piloted In Person Proofing Application for VA Employees and Veterans for the VA
- Synthesized research to enhance the customer experience for visa applicants for The Department of State
- Designed and executed internal procedures to launch design systems
- Customized UX Research initiatives company wide to establish consistency in design and research practices for all stakeholder deliverables

Senior Experience Designer and Researcher, nclud

2021-2023

- Designed and launched major organizational website redesigns with both new and existing content
- Collaborated with project and development teams to improve browsing and user experience
- Created internal processes for client reviews and streamlined the overall UX process at the agency
- Iterated, strategized and launched internal projects and UX training efforts
- Presented UX deliverables such as research reports, prototypes and full website wireframes to stakeholders across multiple disciplines
- Optimized website flows, navigation menus, and content taxonomies, reducing the frequency of misdirected user paths and queries and increasing traffic to previously neglected pages

UX/UI Designer, Anthem Blue Cross Blue Shield

2020-2021

- Evaluated and improved end to end experience of the mobile Broker Portal Tool (SaaS)
- Streamlined platform wide consistency through UI elements and libraries
- Presented high fidelity mockups for both desktop and mobile to stakeholders
- Designed and launched new landing pages for internal staff
- Implemented technical design strategies with cross functional teams
- Improved user engagement and task completion by over 50%

UX Designer, Logitech

2020-2020

- Designed visual components for Ghub platform
- Implemented changes for mobile applications within Logitech suite of products
- Analyzed platform interactions for voice changing software
- Designed and implemented micro interaction improvements for game softwares
- Codesigned with researchers and product designers to reskin and redesign efforts for various Logitech products

Founder Designer, Head of UX

2019-2020

- Led UX Strategy and early concept work for MVP
- Conceptualized product roadmaps and design flows
- Facilitated prioritization workshops with stakeholders
- Created design system and implemented system into full functioning prototype

Competencies

Design Skills

- High Fidelity Wireframing
- Information Architecture
- Interaction Design
- Rapid Prototyping
- User Interface Design
- User Journey Mapping
- Service Blueprinting
- Mobile First design
- Polished Mockup Design
- Responsive Design
- Experience Mapping
- Adaptive Design
- UX/UI Guidelines and Standards

Research Skills

- Discovery Research
- Requirement Gathering
- Customer Interviews
- Usability Testing
- Customer and User Interviews
- Formal Report Writing
- User Persona Creation
- Content Analysis
- Observational Research
- Contextual Analysis
- Synthesis Guidelines and Standards

Power Skills

- Empathy and Customer-Centric Mindset
- Collaboration and Cross-Functional Coordination
- Leadership and Team Management
- Decision Making and Strategic Planning
- Adaptability and Flexibility

Tools and Software

- Figma/Figjam
- Mural
- Usertesting.com
- Maze
- Miro
- Jirra
- Sketch
- Adobe
- Marvel
- Webflow

Education

Bachelors of Arts

Northern Arizona University

UX Design and Research

General Assembly