Joshua Morse

Senior UX Leader

Denver/Boulder Metro, Colorado

For over 17 years I have driven design for leading companies in B2B SaaS, healthcare, fintech, cloud, security, consumer goods, and more, resulting in designs that secured millions in revenue, improved conversion rates by over 250%, and ranked at the top of analyst magic quadrants.

In 2012 I transitioned to UX management, and since then I've managed a total of 37 designers using a low-ego, craft-forward, player-coach approach that balances my engineering, design, and leadership skills. I have improved team velocity by as much as 40% in Jira reports while empowering teams to create great products that customers love.

CONTACT ME

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SKILLS

Product Design

- Accessibility standards (WCAG and 508)
- Design sprints and workshops
- Design system creation and maintenance
- Flowcharts and sitemaps
- High-fidelity mockups
- Information architecture
- Interaction design
- Prototypes (mid-high fidelity)
- Responsive design (mobile, tablet, web)
- Wireframes

UX Research

- Card sorting
- Contextual interviews
- Data-informed design analysis
- Journey maps and Storyboards
- Persona creation and maintenance
- Survey creation and analysis
- Usability testing
- Web analytics and data analysis

Leadership

- Agile Scrum and Kanban processes
- Employee performance and mentorship
- Hiring management
- Lean UX processes
- OKRs and SMART goals
- Roadmap planning and strategy
- Writing and clear communication

WORK EXPERIENCE

User Experience Design Manager

June 2024 - Present

Paychex (remote)

Fortune 1000 company providing HR solutions to ~11% of Americans.

- Managed the Retirement, Platform, and Design Systems teams.
- Merged the Paychex and Paycor design systems, achieving efficiencies by leveraging our scaled architecture with engineering leaders.
- Implemented AI tools and processes that saved tens of thousands of dollars in annual spend while cutting intake times in half.
- Led the process of transitioning Retirement to a new platform, significantly improving customer feedback scores and reducing costs.

Sabbatical/Project Work

May 2023 - May 2024

- Took time to travel and improve my professional skills.
- Led design for Lexicon Services until the project was canceled.

Director of Product Design

November 2021 - May 2023

RxVantage (remote)

B2B SaaS startup connecting healthcare providers with treatment information.

- Oversaw design of a new mobile and desktop data dashboard that drove six-figure upsells of our enterprise life sciences manager product.
- Led user research that uncovered major issues with our top roadmap item, leading to a seven-figure revenue pivot by delivering the treatment information most important to health care providers and patients.
- Led new cross-functional, lean UX processes with engineering and product leadership and a new design system using Figma and Storybook which increased team velocity by over 25% in Jira reports.
- Organized, hired, managed, and mentored a diverse design team.

Lead Product Designer

July 2020 - October 2021

Very Good Security / VGS (remote)

B2B SaaS startup that secures critical financial data and optimizes payments.

- Designed a new onboarding flow which increased free trial conversion by 250% and reduced time-to-value for the sales team by 1-2 months.
- Created a new design system with engineering using Figma and Storybook, which drove the transition of VGS properties to the new look and feel, improving accessibility, usability, aesthetics, and NPS scores.
- Designed and tested the MVP for the Payment Optimization product launch, driving millions of dollars in new revenue.

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SOFTWARE PROFICIENCY

Product Design Software

- Adobe Creative Cloud
- AI LLMs (Copilot, Claude, ChatGPT, etc.)
- Axure RP
- Balsamiq
- Figma (including AI features)
- InVision
- Miro (including AI features)
- Sketch
- Userinterviews.com
- Usertesting.com
- Zeplin

Other Software

- Appcues
- Asana
- Atlassian Suite (Confluence & Jira)
- CMS platforms (WordPress, Drupal, etc.)
- GitHub (including CoPilot)
- Google Analytics
- Google Suite
- Heap Analytics
- Hotjar
- Intercom
- Microsoft Office
- Mixpanel
- Productboard
- Salesforce
- Snowflake
- SurveyMonkey
- Visual Studio Code + Claude Code

Programming Languages

- HTML 5
- CSS3 & Sass
- JavaScript/TypeScript
- SQL

WORK EXPERIENCE

User Experience Manager
April 2010 - July 2020

RightScale / Flexera (remote)

RightScale was a B2B SaaS startup with enterprise cloud governance and automation products acquired by IT portfolio company Flexera in 2018.

- Spearheaded the design of top-ranked enterprise cloud products in the 2019 Gartner and 2018 Forrester magic quadrant reports.
- Drove design and research for the launch of Optima, which increased qualified enterprise leads in our target market by over 25%.
- Architected Flexera's onboarding connector, speeding time-to-value by two months and generating over $10 million in enterprise cross-sells.
- Championed cross-functional UX practices with company leadership resulting in 40% velocity increases for both product and engineering.
- Hired and mentored a talented team of UX designers and researchers.

Information Architect
May 2008 - April 2010

Enlighten (acquired by Perficient)

Digital agency working across verticals. Acquired by Perficient in 2015.

- Led design for six-figure, award-winning products for a range of clients, including Hunter Douglas, John Frieda, and Merrell Shoes.

Software Developer
July 2005 - August 2006

Epic Systems Corporation

The largest electronic medical records vendor in the U.S.

- Coded a new Oncology software product (Beacon) and conducted usability research with oncologists and nurses in hospital settings.

EDUCATION

M.S. in Human-Computer Interaction
August 2006 - April 2008

University of Michigan School of Information

- Received the top School academic prize, the Margaret Mann Award.
- Won second place at the ACM-SIGCHI Student Design Competition.

B.S. Computer Science, B.A. English
August 2001 - May 2005

Hope College

- Earned the Computer Science & Literature Senior Prizes.
- Awarded the prestigious National Merit Finalist Scholarship.

VOLUNTEER ACTIVITIES

Nonprofit UX Volunteer Team Lead
2021 - 2023

- With the Boulder UX Research Meetup, I led junior UX professionals through a full UX research process to improve UX for three nonprofits.
- Nonprofits included Colorado Uplift (2021), Shadowcliff Retreat Center (2022), and the Colorado Gives Foundation (2023).

Professional Meetup Activities
2012 - Present

- Co-founded the Santa Barbara UX Meetup and UX Book Club.
- Mentored junior designers for Hexagon UX, Denver UX, and Boulder UX.