

Joshua Claassen

Thoughtful UX and product design leader with 10 years experience solving complex problems through cross-team collaboration and driving human-led decisions from conception to launch.

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Professional Experience

Senior Product Designer • TVNZ

Jul 2022 – July 2023 | 1 yr 1 mo 📍 Auckland, New Zealand

- Implemented a comprehensive modular design system across a multi-platform product (web and apps).
- Transformed the product experience while balancing user and business needs and considerable technical limitations.
- Facilitated user research, testing, and design thinking workshops which catalyzed greater team cohesion and shared vision.
- Mentored and guided less experienced colleagues.

UX Designer • Icebreaker

Oct 2017 – Jul 2022 | 4 yrs 9 mos 📍 Auckland, New Zealand

- Transformed the digital shopping experience by infusing delight and simplicity, resulting in almost 2x increase in conversion.
- Designed and implemented a new product selection feature that resulted in a 100% elimination of shopper complaints to customer service.
- Reduced cross-team friction and improved critical process workflow efficiencies by 80%.
- Captained a cross-functional team of six as Product Owner.

UX Designer • EffectiveUI

Jun 2015 – Oct 2017 | 2 yrs 5 mos 📍 Denver, CO

- Collaborated on highly complex client projects in financial and government sectors with a human-centered solution focus.
- Built a reputation for being highly efficient and effective at distilling complex problems into simple designs.

Graphic Designer • Envie Media

Oct 2013 – May 2015 | 1 yr 8 mos 📍 Denver, CO

- Executed dozens of design projects from start to finish, including bringing web designs to life with front-end HTML & CSS coding.
- Communicated directly with the clients throughout the entire design process and owned the creative direction of each project.

Graphic Design Intern • Simple & Stout

May 2013 – Sep 2013 | 5 mos 📍 Denver, CO

- Overhauled critical user flows in an iOS app that later climbed to #1 in Sports in the Apple Store after the redesign.



Skills

Figma. Sketch. Invision. Illustrator. Photoshop.
Rapid Prototyping & Journey Mapping
Wireframes to High-Fidelity Visual Design
UX Copywriting
Presenting, Public Speaking & Workshop Facilitation
User Testing
Effective Dev Handoff & Collaboration
Design Systems & File Organization
Balance of Creative & Logical Thinking
Storytelling & Communication
Bringing Form to the Abstract
Empathy & Hearing What's Meant
Growth Mindset
HTML & CSS

Education & Training

BFA • Graphic Design • 3.9 GPA

Rocky Mountain College of Art + Design | 2013

Agile Product Owner Certification

Auckland, New Zealand | 2021

Study of Psychology

University of Nebraska | 2006-2009

Achievements

Increased conversion by 93%

Page conversion on icebreaker mobile site increased 93% after redesign.

Icebreaker Value Winner • 2020

One of four people to win the company value award for the year.

AIGA Colorado Design Smash First Place • 2012