

Josh Lyman

Experience

Sr. Designer Manger - Fictiv

Mar 2021 - Current | Remote

- Manage a distributed team of 7 product designers across the US and India, driving cross-functional alignment on strategic initiatives including the Fictiv x MISUMI platform integration and the rollout of AI-assisted design practices.
- Led design of a new lead time selection tool that reduced customer required input by 30% from quote to checkout and became the new preference for 96% of users.
- Introduced the first In-Platform Messaging (IPM) tool Appcues along with a new user onboarding flow which increased conversion by 12% and up-leveled design team through training sessions and detailed documentation.
- Championed and launched first ever AI driven feature within the company (Materials.AI) to assist with advanced material selection, which converted users 2x more than control.
- Partnered with CEO on internal 0 to 1 tool (Atlas) to accelerate manufacturability feedback for early product development and drive internal product vision.
- Conducted and structured UX research plans around User Adoption and Purchaser Persona to inform data-driven design decisions, including new A/B experiments.

⋮-> **Lead Product Designer -** Aug 2025 - May 2026

⋮-> **Senior Product Designer, Growth -** May 2023 - Aug 2025

⋮-> **Product Designer, Growth-** Mar 2021 - Apr 2023

UI/UX Designer - Salesforce

July 2018 - Feb 2021 | San Francisco, CA

- Designed custom-branded digital experiences ranging from apps, communities, presentations, and components covering the entire Salesforce product suite.
- Established partnerships with the 20 core big-bet accounts with over \$30 million in ACV closed partnering directly with the sales organization.
- Designed 2 core internal tools, including an internal scheduling dashboard for the executive leadership team. Increasing team efficiency by 65%.
- Owned awareness initiatives for a global team of 50+ to promote design org-wide.

⋮-> **Associate UI/UX Designer** Jan 2019 - July 2020

⋮-> **Design Success Grad** July 2018 - Dec 2018

Achievements

- 2x Winner of Internal company Hackathon
- Launched Fictiv's first ever native AI feature Materials.AI
- Piloted first ever Beta Program for Fictiv Growth Team
- Onboarded design team to new tools Appcues & Figma
- Awarded Salesforce organization MVP - Q4 of FY20

Get in touch

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Design Skills

Visual Design
Concept development
Journey mapping
Interaction Design
Design Strategy
User-Centered design process
Design research/synthesis
Stakeholder management
Presentation Design
Rapid prototyping
Workshop facilitation

Soft Skills

Organization
Presentation/Communication
Leadership
Detail oriented
Cross-team collaboration
Self-starter

Tools

Figma/Sketch	Heap/Sigma
Adobe Suite	Blender/Keyshot 3D
Dovetail	Jira/Confluence
Appcues	Basic HTML & CSS
Claude	Github

Education

University of Oregon

- BA in Product Design
- Minor in Business Administration