

Josh Lyman

Experience

Lead Product Designer - Fictiv

Mar 2021 - Current | Remote

- Responsible for leading growth initiatives for the core business. Working in close partnership with executive stakeholders, product management, and engineering to drive new incoming business and conversion around first time customer experience.
- 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.

↳ **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

Design Strategist - Mindsumo

June 2016 - Jan 2019 | Remote

Achievements

- 2x Winner of Internal company Hackathon
- 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 facilitiation

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

Education

University of Oregon

- BA in Product Design
- Minor in Business Administration