



## Josh Sroufe

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### **Director, Design**

**Pulse Labs • Sacramento, CA • Oct 2020–Present**

Currently, I am helping lead product direction and design for Pulse Labs' flagship testing platform. Striving to bring new research methods to more places that have historically been impractical, if not impossible, to obtain valuable and accurate research data at scale.

### **Senior Product Designer**

**HouseCanary • San Francisco, CA • Aug 2018–Apr 2020**

As the Senior Product Designer, it was important to apply research-based principles to drive the design of products that fully support end-user needs while also achieving the business vision. I lead the interface design processes creating visualizations, storyboards, task flows, wireframes, high-fidelity mockups, and prototypes.

### **Lead UX/UI Designer**

**Clear Capital • Roseville, CA • May 2015–Aug 2018**

As the Lead UX/UI Designer, I was required to have an eye for clean and artful design. Provide speedy and accurate direction and feedback to the entire design team. Possess superior UI and UX skills and be able to translate high-level requirements into beautiful, intuitive, and functional interaction flows and artifacts.

### **Visual Designer & Developer**

**Apple • Elk Grove, CA • Jun 2007–May 2015**

Initiated the MyPath pilot program which was tasked with producing a career development solution focusing on career-path planning, goal setting, coaching, feedback, and developmental improvements for AppleCare employees.

Was singled out by the Forecast Analyst team in Apple headquarters to build a reporting tool for executives which generated reports comprised of collected data recorded by individual analysts.

As the resident designer, many other groups would often contact me for creative assistance with specialized projects, both screen and print.

Invented web based tool (IDEA) for AppleCare employees to submit ideas that could better the company. These could range from process, product, or administrative changes. Submissions were evaluated by a committee for validity and feasibility and those whose ideas were accepted would win various prizes.