



Josh Sroufe

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Senior Product Designer

HouseCanary, Inc. • 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.

- Designed with engineering in mind - Created designs that leveraged reusable components when possible.
- Led enterprise UX efforts on innovative business intelligence systems, researching and designing new IA, data visualizations, and end-user interactions related to large data sets.
- Spearheaded enterprise UX on new innovative web-product offerings, coordinated all UX related efforts and led all research and design.
- Created and maintained design systems, usage documentation, and other supplemental items for other designers to utilize.

Lead UX/UI Designer

Clear Capital Inc. • 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.

- Led design efforts for Platform and Data Products.
- Provided design direction to design team for all products.
- Created, managed and maintained style guide for company.
- Designed wireframes, high fidelity mocks, and prototypes for the engineering team.
- Created custom graphics and interfaces that solved intricate UX problems.
- Updated code to finalize polish using Angular, JavaScript, LESS, & HTML.

Visual Designer & Developer

Apple Inc. • 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.

- Formulated project proposal and interactive slide deck walk-through.
- Pitched to senior management and tasked to build tool from the ground up.
- Developed interactive web tool using PHP, Javascript, HTML & CSS.
- Designed wireframes, high fidelity mocks, and prototypes to validate usability.
- Created graphics and resources using Adobe Creative Suite.

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.