

Joshua Wilson

Lead Product & UX Designer | SaaS · AI · Web3 · Scalable Design Systems

Chennai, India | +91 90030 24833 | samueljoshuawilson@gmail.com

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Professional Summary

Product & UX Design Leader with 12+ years of experience in SaaS, AI, eCommerce, and Web3. Proven track record in leading design teams, creating scalable systems, and simplifying complex workflows. Skilled in UX strategy, design execution, and aligning user needs with business goals. Strong focus on accessibility, data-driven design, and system scalability.

Core Competencies

- **Advanced UX Strategy:**
SaaS, eCommerce, Web3, Tokenization, AI-integrated UX, Conversational Interfaces, Predictive Dashboards, Complex Domain Simplification (Healthcare, Risk, Security)
- **Design Systems & Scalable Frameworks:**
Design Tokens, Modular UI, WCAG Compliance, Wallet UX, Cross-platform Consistency, Enterprise UX, Framework Standardization
- **Leadership & Collaboration:**
Product Thinking, Team Mentorship, Stakeholder Alignment, Agile UX, Strategic Roadmaps, UX Playbooks, Cross-functional Workshops
Tools: *Figma, Miro, Notion, Jira, Adobe CC*

Skills

- **Design Systems & UI Architecture:**
Scalable components, design tokens, modular UI, cross-platform consistency
Tools: *Figma, Sketch, Adobe XD*
- **User Research & Testing:**
Journey mapping, heuristic evaluation, usability testing, A/B testing
Tools: *Maze, Miro, Useberry, Optimal Workshop*
- **Collaboration & Delivery:**
Agile UX workflows, cross-functional communication, design documentation
Tools: *Jira, Notion, Zeplin, Lucidchart*
- **Accessibility & Usability:**
WCAG compliance, UX metrics, onboarding optimization, inclusive design
Tools: *Axe, WAVE, Useberry*
- **AI & Conversational UX:**
Chatbot flows, predictive interfaces, prompt design, data-driven interaction models
Tools: *Figma, Framer, FigJam*

Professional Experience

SENIOR PRODUCT & UX DESIGNER

KnackForge Soft Solutions, Chennai | July 2022 – Present

Led end-to-end UX initiatives across SaaS, AI, and compliance-based platforms—owning research, design systems, and delivery in Agile teams.

- Boosted healthcare staff response time by 30% by designing Gabby AI's predictive interface with early alert flows and simplified task screens.
- Reduced enterprise cloud analysis time by 40% through a modular dashboard (CloudCost) with real-time tracking and forecast visualizations.
- Decreased reporting friction by 35% by streamlining hazardous material workflows and redesigning dashboards for Lone Star Hazmat.
- Accelerated decision-making by 45% using a location-aware logistics dashboard (Reblie) with Mapbox and demographic overlays.
- Created AI UX playbooks to standardize chatbot flows and predictive interactions across projects.
- Mentored junior designers, improving team delivery speed and quality by 20%.

SENIOR UI & UX DESIGNER

Trane Technologies, Bengaluru | June 2021 – July 2022

Redesigned key B2B HVAC tools to optimize technician workflows, improve accessibility, and reduce operational friction across complex field systems.

- Modernized HVAC tools for field technicians, enhancing accessibility, usability, and workflow efficiency across web and tablet platforms.
- Reduced configuration errors by 22% through predictive dashboards and redesigned UI components, streamlining technician setup processes.
- Enhanced onboarding adoption and cut training time by leading journey mapping and user interviews to overhaul onboarding flows.
- Collaborated closely with product and engineering teams in Agile sprints to align design execution with business and technical goals.

SENIOR VISUAL SPECIALIST

Amazon, Chennai | March 2013 – June 2021

- Designed UI and visuals that drove measurable engagement and conversion gains across global storefronts, with campaigns exceeding benchmarks..
- Boosted user retention by an estimated 12% by redesigning Prime Video homepage banners and profile customization features.
- Delivered responsive campaign assets for major brands (Apple, Nike, Samsung), maintaining cross-platform consistency and brand integrity.
- Led A/B testing and iterative UI improvements based on data insights, boosting conversion rates and overall user satisfaction.

Education

B.Sc., Visual Communication – Madras Christian College, 2012.