

# Joshua Pritt

joshua@joshuapritt.com

UX and visual designer experienced in mobile and web apps, consumer and enterprise. Full-range product designer: interaction design, IA, visual design, and user research/testing. Works closely with PM and Dev, embedded in teams, understands the tech and the user, gets hands dirty. Understanding the pain is key, process can't be overstated, and the details make the difference.

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## Work Experience

### **Product Designer** at Cvent, 2015-2018 (Present)

**OnArrival:** UI/UX design, user research & testing, and visual design for Cvent's premiere native app for event planners on-site at their events.

- Built new Android app from the ground up; redesigned many core user flows
- Brought legacy iOS app to modern standards, carefully managing change for existing users
- Conceived, designed, tested, and executed novel features
- Coordinated with a large legacy codebase inside the enterprise-oriented Cvent platform

**Design System:** design, research, and documentation for the upcoming design system to revamp Cvent's entire \$500M platform.

- Atomic design approach to building components and patterns for all Cvent products
- Worked in cross-functional team to design and develop for variety of products
- Created high-fidelity Sketch component libraries for use by product design teams
- Special focus on accessibility, exceeding AA

### **Design Team Lead** at Cvent, 2013-2015

I led an exceptionally talented design team that supports a global company with 4 distinct brands and 3 annual conferences.

- Produced all marketing collateral, branding material, email communications, sales presentations, and event/conference design
- Lent technical expertise in presentation design and email dev/design
- Conducted training seminars for designers and marketing team members

## Senior Graphic Designer at Merrifield Garden Centers, 2011-2013

Merrifield needed to establish a new brand for the 40 year old company; I chose to focus on improving customer education and introducing greater dialogue.

- Transitioned to in-house graphics production
- Developed and executed educational campaign
- Initiated promotional/educational video series
- Fostered and grew social media community

## Designer, Marketing for The Madison Project, 2006-2010

The Madison Project was looking to increase income on existing products and expand audiences. I introduced a digital sales platform and demographic broadening campaign to accomplish these goals.

- Launched successful new digital sales strategies
- Generated huge increases in concert attendance
- Increased visibility in new demographics
- Created social/web presence, grew active fanbase

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## Education

Graduated with honors from James Madison University  
Bachelor of Fine Arts: Studio Art

## Skills and Proficiencies

### Focus Areas

- IA and Workflows
- Inexperienced Users
- Visual Design
- Design/Dev documentation

### Primary Software

- Sketch
- InVision
- Principle
- Adobe Suite

### Other Relevant

- JIRA
- Confluence
- Agile/Scrum
- Distributed Teams

## Contact:

703.498.8121

[joshua@joshuapritt.com](mailto:joshua@joshuapritt.com)

[www.joshuapritt.com](http://www.joshuapritt.com)