

Josh Kirkland

Lead UX/Product Designer

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Professional Summary

Seasoned UX/Product Designer with 6+ years of experience delivering user-centered design solutions for enterprise, healthcare, and tech organizations. Proven track record leading cross-functional teams, creating scalable design systems, and driving business impact through strategic UX practices. Adept in end-to-end product design, from discovery and user research to wireframes, prototypes, and high-fidelity UI.

Core Competencies

- User Research & Usability Testing
 - Design Thinking & Human-Centered Design
 - Wireframes, Prototypes & Interaction Design
 - UX Strategy & Product Roadmapping
 - Enterprise Design Systems (Figma, Sketch)
 - Accessibility & Responsive Design
 - Cross-functional Collaboration (Agile, Scrum)
 - Stakeholder Communication & Workshop Facilitation
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Tools & Technologies

UX/UI: Figma, Sketch, Adobe XD, InVision, Zeplin

Visual Design: Photoshop, Illustrator, InDesign

Collaboration: Jira, Slack, Confluence, Google Workspace

Code Literacy: HTML, CSS

Other: Canon DSLR Photography, Microsoft Office

Professional Experience

Tax Strategists of America

Lead UX Designer / Product Designer

January 2025 – July 2025

- Led UX design for a national SaaS platform focused on advanced tax strategies for individuals and small businesses.
- Defined and designed user journeys across core services, including Qualified Business Income (QBI), Cost Segregation, and Reasonable Compensation analysis.
- Created dynamic onboarding workflows for both tax professionals and clients, incorporating conditional logic, identity verification, and data prefill.
- Designed responsive web interfaces for service funnels, document management, and task collaboration tools.
- Developed modular design systems in Figma to ensure consistency, scalability, and rapid prototyping.
- Partnered with founders, CPAs, developers, and legal advisors to align business goals with intuitive user experiences.
- Produced wireframes, interactive prototypes, and high-fidelity UI for public-facing marketing site and back-office application.

Impact:

- Accelerated MVP launch by 30% through streamlined workflows and reusable design patterns.
 - Increased pre-qualified user conversions by optimizing onboarding and form flows based on usability testing and stakeholder feedback.
 - Enabled faster implementation of tax strategy services by simplifying complex logic into guided user experiences.
 - Supported investor and partner presentations with polished prototypes and visuals, contributing to early funding traction.
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Seamgen

Lead UX Designer / Product Designer

July 2019 – January 2025

- Led UX design for enterprise-grade platforms in the healthcare and life sciences sectors.
- Conducted user research, journey mapping, persona development, and usability testing.
- Designed and implemented scalable design systems in Figma with component libraries and theming plugins.
- Delivered high-fidelity prototypes and interaction specs for mobile and web applications.
- Led junior and mid-level designers on key projects.
- Supported pre-sales efforts with RFP designs and clickable prototypes.
- Rebranded Seamgen's marketing site and led visual design across web, mobile, and print.

Impact:

- Streamlined internal workflows for a top pharma client, improving efficiency and reducing costs.
 - Created software that replaced manual data processing and reduced workforce needs.
 - Helped clients secure funding through animated, interactive product demos.
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Resident360

Senior Designer – Web & Print

Jan 2019 – Apr 2019

- Designed websites, branding, and print materials for real estate clients.
- Improved site UX to drive lead conversion and simplify content discovery.
- Managed one junior designer and collaborated closely on creative output.

Impact:

- Enhanced digital presence for multi-family real estate clients through strategic UX improvements.
 - Boosted lead generation by improving landing page clarity and CTAs.
 - Delivered consistent visual branding across print and web campaigns, increasing client satisfaction.
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Einstein Industries

Interactive UX/UI Designer

Mar 2015 – Jan 2019

- Designed client websites and CMS themes focused on medical and legal verticals.
- Collaborated with developers to execute designs using HTML/CSS.
- Reported bugs and provided design QA for iterative site improvements.

Impact:

- Developed reusable UI components that reduced dev/design cycles across multiple client accounts.
- Helped launch over 100 responsive client websites, driving measurable increases in traffic and user engagement.
- Improved internal CMS usability and aesthetic, leading to faster site delivery and fewer support tickets.

Berkshire Hathaway HomeServices California Properties

Graphic Designer – UX/UI & Print

Oct 2014 – Mar 2015

- Redesigned agent dashboards and national brand consumer sites.
 - Modernized UI using responsive, Bootstrap-based layouts.
 - Created marketing collateral and social media graphics aligned with brand guidelines.
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Other Design Roles (2010–2014)

UX/UI Designer | Sr. Graphic Designer | Art Director

Companies include UltimoValue.com, DonorNation.org, Beaming White, Optimize Technologies, Marine Sync/Keco, Riding's Publications

- Designed and launched new brands, ecommerce sites, and web apps.
 - Led visual direction, packaging design, and multi-channel marketing campaigns.
 - Collaborated with engineers, marketing teams, and leadership on product launches.
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Education

Associate of Applied Arts – Graphic Design

The Art Institute of Seattle

Soft Skills

Collaborative • Empathetic • Detail-Oriented • Creative Problem-Solver • Deadline-Driven • Growth Mindset