

Josh Clement

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Product Designer. Building software that's usable, effective and solves problems for people.

Experience

Daily Burn, New York, NY

Product Designer (July 2015 – Present)

User Interface Designer (July 2014 – July 2015)

Making fitness fun, motivating and engaging for 150K+ subscribers

- Currently designing user experience for audio workout classes for iOS, Android, Web & TV.
- Led a team to redesign product onboarding, creating a more personalized experience for new and existing subscribers. Responsibilities included product strategy and management, project management and interaction design.
- Planned and designed a premium membership tier that enabled upgrades and upsells, resulting in a significant increase in subscriber LTV.
- Improved how we measure product satisfaction. Validated features including an updated workout rating system, post-workout experience and flexible feedback prompts that have collected thousands of actionable comments.
- Designed a UI kit for tvOS to help designers work faster and build pixel perfect TV apps. Kit was shared publicly with the design community and downloaded 5000+ times.
- Lead designer on Daily Burn 365, an innovative live daily video series, which became a differentiator for Daily Burn, increasing trial conversions and active users.
- Led efforts to continually optimize sign-up and paywall experience across all platforms.
- Launched several new design thinking initiatives including user testing, workshops and design sprints that helped improve our internal design culture, reputation and output.
- Established, tested, maintained and iterated our first multi-platform, versioned design system, ensuring faster prototyping and improved consistency across devices.
- Sole employee selected as design coach for IAC Girls Who Code 2017.

Y&R, Melbourne, Australia

Digital Designer (May 2012 – April 2014)

Designing integrated creative campaigns to grow brands such as Heinz, Schweppes and Medibank.

- Redesigned military career website Defence Jobs, resulting in a 12% increase in online enquiries and a 45% increase in completed applications.
- Led several creative spec projects used to pitch and win new clients.
- Supported interaction design for Mobile Medic, a multiple gold Cannes Lion winning iOS app.
- Lead designer on Air Force Priority, a Webby award winning email marketing campaign.

Education

Monash University, Australia

Bachelor of Design (Visual Communication)

- GPA: 3.75 (Dean's List)