

Joshua M. Feig

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Executive Summary

Senior Product Designer and Design Leader with 9+ years building strategic design practices in complex, constraint-rich environments. Proven ability to ship high-quality products (90+ SUS sustained), drive business outcomes (100% client adoption, stopped client attrition), and establish design leadership in organizations that don't yet value design. Expert at structuring ambiguous problems, balancing competing constraints, and connecting design decisions to measurable business impact.

Core Competencies

Design Leadership – Organizational strategy, design advocacy, cross-functional alignment, building design maturity in design-laggard cultures

Strategic Thinking – Problem structuring, ambiguity management, business context fluency, design-to-business translation

Product Design – End-to-end design (research, IA, UX/UI), design systems, complex information architecture, enterprise software

Team Building and Operations – Team hiring/development, design rituals (critiques, syncs, refinements), career frameworks, capability scaling

User Centered Design – User research (interviews, testing, synthesis), design thinking facilitation, stakeholder workshops, iterative validation

Design Systems & Documentation – Design system creation, UX principle frameworks, consulting guides, implementation QA

Experience

Willis Towers Watson – Director, UX Design (April 2022 – Present)

Leading design organization modernization in legacy, design-resistant environment

1. *Led four major product initiatives (ESS Next, Violet, Plan Sponsor V1/V2) from concept to launch, achieving 90+ SUS scores sustained over 5+ years and 100% client adoption rates in competitive oligopolistic market*
2. *Stopped client attrition through strategic product modernization: achieved 100% active enrollment success rates and prevented revenue loss from design-related churn*
3. *Built design leadership capability in organization with historically low UX maturity: created UX guiding principles, consulting frameworks, and career progression paths for multiple UX discipline levels*
4. *Established design operations through daily/weekly team rituals (syncs, critiques, backlog refinements) that scaled delivery across 3+ simultaneous initiatives*
5. *Hired and developed talent on annual cycle: recruited 4 interns, partnered on internship program framework creation, established clear growth paths*
6. *Structured complex, ambiguous problems involving global privacy, legal, consent, and technical constraints by identifying strategic "why" first, then designing scalable solutions*
7. *Delivered under pressure in design-hostile culture: drove adoption of user research despite organizational resistance, led persona/design thinking workshops that converted skeptical stakeholders into design advocates*
8. *Managed organizational challenges including team RIFs, budget constraints, aggressive timelines with unfamiliar AI/LLM technology*

Willis Towers Watson – Senior/Lead UX Designer (August 2017 – April 2022)

Owned design execution for revenue-driving products in enterprise software space

1. *Led end-to-end redesign of Employee Self Service (ESS) platform: modernized outdated benefits enrollment software used by Fortune 500 companies across multiple business segments, achieving sustained high satisfaction scores and full client adoption*

2. *Conducted extensive user research* through moderated in-person and remote testing: recruited participants, moderated sessions, synthesized findings to inform design direction despite organizational culture that actively avoided research
3. *Designed complex information architecture* for benefits enrollment, account access, and identity flows: made inherently complex systems intuitive for enterprise users with zero tolerance for error
4. *Established UX operations protocol* for embedded design practice within Agile teams unfamiliar with modern UX workflows
5. *Collaborated with engineering on implementation quality*: advocated for design QA, ensured fidelity survived handoff, maintained consistency across distributed teams

Motor Vehicle Modernization Project (ADOT) – UX Designer (August 2016 – August 2017)

1. Designed comprehensive UX for motor vehicle registration modernization project using human-centered design principles
2. Conducted primary user research through in-person testing and on-site interviews with government staff
3. Created wireframes, user flows, clickable prototypes, and detailed specifications for development teams
4. Facilitated cross-functional collaboration between software engineers, business analysts, product owners, and management

Commit Agency, Phoenix, AZ – Digital Strategist (April 2013 – July 2016)

1. Led strategic planning, project scoping, and execution for 20+ digital projects and marketing campaigns
2. Managed budgets, internal teams, and vendor relationships across complex digital initiatives
3. Developed digital strategy frameworks and ideation processes for agency clients

Education

Master of Science, Human Computer Interaction – Iowa State University, Ames IA (2016)

Bachelor of Science, Marketing – Arizona State University, Tempe, AZ (2007)

Additional

USAF, F-16 Crew Chief: Luke AFB, Misawa AB, Japan (2000–2003)

Design & Leadership Portfolio: joshuafeig.com