

Josie Morris Peterson

Portfolio - josiemdesign.com, **Email** - josiemorrisdesign@gmail.com,
Phone - (801) 513-3785, **Linkedin** - [Linkedin.com/in/josie-morris-peterson](https://www.linkedin.com/in/josie-morris-peterson)

Professional Experience

- Over 7 years of experience in Product Design.
- Advanced proficiency in Figma and creator of design systems.
- Thrives in collaborative environments and enjoys working closely with fellow designers, product managers, engineers, and others.
- Experience designing with Artificial Intelligence (AI) and Large Language Model (LLM) technology.
- Experience designing for B2B, SaaS, and consumer facing software.
- Leverages AI tools like Cursor and Claude Code for rapid prototyping, bridging the gap between design and front end development.

Senior Product Designer

Vantaca, Apr 2024 - Present

- Enriched our design system by documenting and standardizing component patterns, contributing to the shared UI library, and collaborating with engineers to create reusable elements that maintain consistency across the platform while reducing development time.
- Redesigned Apollo's navigation system by analyzing usage data, running collaborative design sessions, and building prototypes that targeted improved task efficiency and intuitive user flow.
- Championed simplification of complex workflows, particularly in Action Item configuration, by creating contextual guidance, templated flows, and intuitive UI patterns to reduce user errors and support calls.

Senior Product Designer

Pluralsight, Feb 2021 - Mar 2024

- Led creation of Pluralsight Generative AI Assistant, balancing business goals and customer needs to deliver personalized content faster.
- Redesigned website information architecture around technology domains, boosting engagement and content accessibility for 7.7M+ users.
- Launched admin dashboard enabling leaders to track employee certification exam progress, attracting 76K unique visitors in first month.
- Created 40-member designer book club and organized team-building activities to strengthen design & product team collaboration.

Senior Product Designer

KazooDo, Aug 2019 - Sept 2022

- Architected and scaled a comprehensive design system that unified the visual language across all products and platforms, resulting in faster implementation cycles, significant reduction in design inconsistencies, and a more cohesive, intuitive user experience enterprise-wide.
- Partnered with product and engineering leadership to deliver design solutions that seamlessly balanced user experience priorities with critical business objectives and technical constraints.

Product Designer

FamilySearch, Apr 2019 - Feb 2021

- Spearheaded development of an enterprise-wide design system adopted by 50+ designers and product teams, dramatically accelerating implementation cycles and creating a unified visual language across all platforms.
- Designed a way for users to collaborate with machine learning technology, facilitating the transcriptions of records from diverse global sources.