

Josie Morris Peterson

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Professional Experience

- Over 5 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.

Senior Product Designer

Pluralsight, Feb 2021 - Mar 2024

- Spearheaded the creation of a cutting-edge Pluralsight Generative AI Assistant, strategically balancing business objectives, customer needs, and data limitations to deliver a powerful tool intent on delivering personalized content quicker.
- Transformed website information architecture, aligning to business needs of implementing technology domains, culminating in heightened engagement metrics and optimized content accessibility for over 7.7 million unique users.
- Launched an administrative dashboard aimed at empowering leaders to track employees' progress and results of company-sponsored certification exams, driving 76k unique visitors from AWS, Google Cloud, Azure, CompTIA, Tableau, etc. within the first month.
- Organized and effectively facilitated research synthesis, vision casting and OKR workshops to drive alignment and increase team collaboration.
- Initiated a designer book club with over 40 designers to foster ongoing learning, while organizing team-building activities to promote collaboration and cohesion within the design & product teams.

Senior Product Designer

KazooDo, Aug 2019 - Sept 2022

- Developed and implemented a flexible design system to foster design consistency across all products and platforms, enhancing the user experience.
- Collaborated closely with product and engineering managers to ensure that design solutions aligned with both user needs and business objectives.

Product Designer

FamilySearch, Apr 2019 - Feb 2021

- Led the strategic planning, development, and implementation of a design system, adopted by over 50 designers and their respective product teams. Collaborated with engineers to create feasible components while prioritizing user needs.
- Designed a way for users to collaborate with machine learning technology, facilitating the transcriptions of records from diverse global sources.

Skills

- Figma Wizard
- Design Systems
- Generative AI
- Android & iOS
- User Advocate
- Visual Storytelling
- Sharp Eye for Visual Design
- Prototyping Mastery
- Cross-functional Collaboration
- Information Architecture
- Interaction Design
- Usability Testing
- Research & Synthesis
- Workshop Facilitation
- Navigator of Ambiguity & Shifting Priorities
- Complex Problem Solving
- World Class Design Solutions
- Journey Mapping
- Workload & Priority Management
- Adobe Suite

Education

Bachelor of Science in Web Design and Development from Brigham Young University Idaho, 2017-2019