

Josh Rubenoff

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Experience

Owner & Sole Employee

Final Final v2 Revised LLC, Feb 2020–Present (Oakland, CA)

- Independent designer, writer and animator.
- Clients range from small nonprofits to Fortune 500 companies.

City and County of San Francisco, Digital Services Team

Senior Product Designer, Aug 2018–Jan 2020 (San Francisco)

- Designed the first form for SF.gov, combining hundreds of form fields from five agencies into a streamlined permit application.
- Led product design for the team's internal form-builder.
- Built a Jekyll-based rapid prototyping tool for larger and more complex government forms.
- Converted two component libraries to Fractal and ranked among their top contributors.
- Standardized the team's interview questions and rubrics to create a fairer hiring process.

CityBase

Design and Product Lead, Sep 2017–Dec 2017 (Remote)

- Interviewed 25 CityBase employees to understand the cultural issues holding back product development. Presented a report to senior leadership.
- Wrote a 90-page guide to Screendoor product opportunities for my successor.
- Gave 3 months' notice to CityBase after they acquired DOBT.

The Department of Better Technology / DOBT

Design and Product Lead, Aug 2016–Sep 2017 (Remote)

Design Lead, Sep 2014–Aug 2016 (Remote)

- Led design and product for Screendoor, a shared inbox for form submissions used by the U.S. State Department and ProPublica. Helped lead DOBT to a successful acquisition by CityBase.
- Devised and taught an outcomes-oriented, async design process.
- Designed, wrote documentation, and refactored our CSS for our company-wide design system.
- Taught customer-facing staff to uncover pain points behind feature requests via active listening.
- Redesigned the company's hiring pipeline using Project Include's recommendations.

Alere Accountable Care Solutions

Designer, June 2012–Aug 2014 (Waltham, MA)

- Led prototyping, UI animation, design QA, and HTML / CSS development for Alere's electronic medical records and patient portal.
- Contributed to almost every user-facing feature, even as the team scaled from 30 to 150 people during my tenure.
- Assembled an ad hoc team to advocate for a responsive web redesign of our patient portal.
- Gave presentations on Git, UI animation, and component-driven design to colleagues.

Skycore

UX Lead, May 2011–May 2012 (Boston, MA)

- Led design for codeREADr, a barcode scanning app for enterprises.
- Redesigned our iOS and Android apps based on heuristic evaluation.
- Tested and project-managed daily iOS builds from an offshore development team.
- Initiated and led a responsive redesign of codeREADr's web app for back-office managers.

Liquify Digital

UX / UI Principal, August–December 2010 (Remote)

- Designed an iPad app creation platform on spec for a stealth startup.
- Won early development agreements from Big Six Hollywood studios.

Education

College of the Atlantic

Human Ecology with concentrations in film and design, 2006–2008

Tools I use

- Pen and paper, active listening, facilitation
- Figma, Principle, Firefox Developer Tools, Sublime Text, After Effects, Final Cut, Pixelmator
- GitHub, Netlify, BrowserStack, ScreenFlow, Hemingway, Numbers, Keynote, Typora

Extracurricular

- Featured speaker at UX Boston in August 2014.
- Lifetime member of BostonCHI.
- Interviewed Tommy Wiseau (*The Room*) in 2009.