Josie Griffith

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Profile

Senior UX Designer and Researcher with seven years' experience leading design and research initiatives across government and private sectors. Expert in wireframing, information architecture, and interaction design, creating intuitive customer journeys and data-driven solutions. Skilled at developing research frameworks, conducting usability testing, and collaborating with stakeholders to drive user-centered strategy.

Experience

UX Consultant, Designer and Researcher , MO Studio

2023 — Present

- Led UX design initiatives for the Secure Transition Team, digitizing government applications and internal/external software for the Department of Veterans Affairs (VA).
- Designed and piloted an in-person identity proofing application for VA employees and Veterans, improving verification accuracy and operational efficiency.
- Synthesized qualitative and quantitative research to enhance the end-to-end customer experience for U.S. visa applicants for the Department of State.
- Developed and implemented internal workflows to launch a scalable design system, improving design consistency and team efficiency.
- Standardized UX research methodologies across the organization, introducing best-practice frameworks that improved quality and consistency across all stakeholder deliverables.
- Facilitated cross-functional workshops—including journey mapping, requirements gathering, and co-design sessions—to align product direction and accelerate decision-making.
- Led stakeholder conversations and presented insights, design recommendations, and prototypes to executive and technical partners, ensuring alignment across complex government teams.
- Mentored and guided design and research teams in adopting industry best practices, improving team capability and elevating the overall quality of project outputs.

Senior Experience Designer and Researcher, nclud

2021 — 2023

- Led end-to-end UX design and research efforts for major organizational website redesigns, integrating new and existing content into cohesive, user-centered experiences.
- Directed cross-functional collaboration with product managers, developers, and visual designers to align on requirements, refine information architecture, and ensure high-quality delivery.
- Established streamlined UX processes, including structured client review workflows, improving clarity, speed, and consistency across projects.
- Planned and executed internal UX initiatives, including training sessions and design process improvements to elevate team capability.
- Delivered research insights, wireframes, prototypes, and design recommendations to multi-disciplinary stakeholders to drive informed decision-making.
- Optimized user flows, navigation patterns, and content taxonomies, reducing misdirected paths and boosting engagement on previously low-traffic pages.

UX/UI Designer, Anthem Blue Cross Blue Shield

2020 — 2021

- Led end-to-end optimization of the mobile Broker Portal (SaaS), elevating overall user experience and workflow efficiency.
- Drove platform-wide UI consistency by enhancing component libraries and design standards.
- Delivered high-fidelity desktop and mobile mockups to senior stakeholders, influencing product decisions and roadmap alignment.
- Designed and launched internal landing pages to support critical business operations.
- Partnered with cross-functional teams to implement technical design strategies that improved usability and performance.
- Increased user engagement and task completion by **50%+** through targeted UX improvements.

UX Designer, Logitech

2020 — 2020

- Designed visual components and micro-interaction enhancements for Logitech's Ghub and gaming software ecosystems, improving clarity, responsiveness, and overall usability.
- Led mobile UX updates across the Logitech product suite and analyzed interaction patterns for voice-modulation tools to identify and resolve key user friction points.
- Collaborated with researchers and product designers to drive reskin and redesign initiatives across multiple Logitech products, strengthening visual coherence and user experience.

Founding Designer, Head of UX, Classfindr

2019 — 2020

- Led UX strategy and early product definition for an AI-driven platform enabling students to seamlessly evaluate and transfer college credits, guiding the product from zero-to-one.
- Drove early-stage product management efforts—defining the MVP, shaping product roadmaps, translating business requirements into user-centered design flows, and aligning cross-functional teams on vision and scope.
- Directed global design execution, collaborating with and mentoring offshore design teams to ensure cohesion, velocity, and high-quality delivery across time zones.
- Facilitated prioritization workshops and alignment sessions with senior stakeholders to validate assumptions, refine feature sets, and accelerate strategic decision-making.

Education

Northern Arizona University

Bachelors of Arts

General Assembly

UX Design and Research

Skills

Design and Research	Complex Information Architecture, Mixed-Methods UX Research, Insight Synthesis & Executive Storytelling, Workshop Facilitation (Discovery, Ideation, Prioritization), High-Fidelity Prototyping (Figma), Design Strategy & Vision