

Joshua Kaufman

Experience

Senior UX Designer, A.P. Moller - Maersk

February 2023 — Present, London, UK

Lead UX for the Finance Platform, designing procurement and rate products used across the business.

Turned the invoice dispute tool into a decision system, cutting investigation time from 45-90 minutes to under 10.

Rebuilt rate handling and terminal setup as tracked workflows, reducing terminal onboarding time from 26 days to 5 days.

Created a governed source of truth for cost data; rate upload time dropped by 65% and time to extend or expire rates dropped by 70%.

Lead Product Designer, Rated People

July 2022 — February 2023, London, UK

Designed and prototyped new features across web, iOS and Android for the tradesperson marketplace.

Maintained and extended the design system across all three platforms.

Product Design Manager, Signal Labs

October 2020 — July 2021, San Francisco, CA

Led the product design team for the Narrative Intelligence Cloud, setting design direction across product and engineering.

UX Design Manager, Zava (Acquired by Hims & Hers)

April 2018 — June 2020, London, UK

Led design and strategy across cross-functional teams for Zava's online healthcare services.

Managed the design team and ran the key projects end to end.

Lead UX Designer, Talmix (Acquired by High5Hire)

February 2017 – February 2018, London, UK

Led design of the talent platform, including end-to-end research, new features, and a design system.

Education

M.S. Human Computer Interaction with Ergonomics

University College London, London, UK

Contact

hello@joshuakaufman.org

joshuakaufman.org

074 9533 6489

North London

AI Methods

Concept Exploration

Simulated Personas

AI Prototyping

Design Audits

Core Methods

Design Research

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Journey Maps

Experience Maps

Wireframes

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Usability Testing

Tools

Figma

Figma Make

Claude

Claude Code

Mixpanel

Amplitude

FullStory

Hotjar

Optimizely

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