JOSH SPRADLING

Seattle area

joshspradling.com

SKILLS

UX Strategy & Leadership

End-to-end Product Design

Cross-Functional Collaboration

User Experience Design
- Human-centered
- Research
- Design Systems
- Prototyping
- Motion UI
- Usability Testing
- Accessibility WCAG

Visual Design
- Style Guides
- High-fidelity UI
- Typography
- Motion Design
- Animation
- Branding / Identity

3D Design
- Modeling
- Texturing
- Lighting
- Animating
- Web optimization

Video / Photography
- VR 360
- Compositing
- Editing
- Time-lapse
- VFX

SOFTWARE

Figma

3DS Max / Blender

Unity 3D

Adobe Creative Suite
- Photoshop
- After Effects
- Premiere Pro
- In Design
- Illustrator

Summary

UX Leader & Product Design Strategist with 15+ years of experience delivering innovative, user-centered solutions across aerospace, fintech, and enterprise platforms. Proven track record in leading cross-functional teams, designing complex systems, and shaping scalable design strategies. Adept at balancing vision and execution—from research and prototyping to stakeholder alignment and design system development. Passionate about storytelling, emerging tech, and building intuitive experiences that drive real-world impact.

Experience

Blue Origin
PRINCIPAL UX DESIGNER
Kent, WA | Sep 2022 - Present

- Led strategic UX initiatives for Test & Flight Operations, designing end-to-end experiences for critical aerospace applications used by NASA, ULA, and Space Force—earning the 'Team Blue' award for impact.
- Created developer-ready north star prototypes to improve rocket engine test data analysis, enhancing anomaly and non-conformance detection.
- Designed and delivered high-fidelity Figma prototypes for an inventory tracking and asset management system (desktop & mobile) supporting astronaut operations on the Moon and in orbit (patent pending).
- Produced training videos and interactive walkthroughs to improve feature adoption among stakeholders and developers.
- Championed innovation by leading a hackathon team that won 'Best User Impact' with a 3D data visualization tool mapping engine development metrics.
- Contributed to AI-driven manufacturing efforts by designing interfaces and interactive 3D models to support next-gen operational tools.

American Express
UX PRODUCT MANAGER
Phoenix, AZ | Jan 2020 - Sep 2022

- Managed a cross-functional UX team to implement a user-centered design roadmap within the ITSM product ecosystem.
- Led design of complex enterprise workflows, turning technical and regulatory requirements into intuitive, research-driven UI solutions.
- Collaborated with developers to ensure accurate implementation and seamless integration with ServiceNow.
- Conducted qualitative and quantitative user research to inform product direction and drive design strategy.
- Improved alignment with audit and compliance needs through UI optimizations and consistent design standards.

NASA / JPL
CREATIVE CONSULTANT
Remote | Oct 2014 - Apr 2020

- Partnered with engineering and project management teams to design mechanically accurate spacecraft animations and immersive VR experiences showcasing mission concepts like HELIOS, Starshade, and Tempest.
- Developed branding and visual storytelling assets to support internal communications and public-facing mission campaigns.

Baselayer / IO Data Centers
CREATIVE DIRECTOR / LEAD UX DESIGNER
Chandler, AZ | May 2011 - Oct 2019

- Directed all brand / digital creative output, from SaaS product visuals to 360° VR videos and interactive marketing assets.
- Established and implemented a cross-platform brand identity system, ensuring cohesion across web, software, print, and hardware interfaces.
- Created templates for B2B marketing materials including RFPs, case studies, and technical documentation.
- Led the UX design of DCIM and SaaS applications, improving operational efficiency and boosting user productivity by over 250%.
- Managed a team of designers and developers to deliver responsive apps across desktop, Android, and iOS platforms.
- Conducted deep user research to solve complex problems in data center management, customer portals, and internal enterprise tools.
- Integrated AR/VR into sales and demo applications, enhancing customer engagement at trade shows.

The Planetary Society
LEAD DESIGNER
Remote | 2010 - 2019

- Designed branding and visual systems to support public science education, outreach, and fundraising initiatives.
- Created mission animations and renderings to communicate the goals and science behind planetary exploration projects.

Education

Arizona State University
BACHELOR OF APPLIED SCIENCE IN INTERDISCIPLINARY ARTS
Summa cum laude

- Concentration in Media Arts

Art Institute of Phoenix
ASSOCIATE OF APPLIED SCIENCE IN COMPUTER ANIMATION
Summa cum laude

- Concentration in Visual Design