Orange County, CA · Remote (US)

Portfolio password on request

JUDITH JOSEPH

Senior Product Designer

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Product designer with 15+ years in design: a decade in fashion for Guess Jeans, Joe's Jeans, PacSun and Obey Clothing, then 5+ years in digital product. I designed Sibs, a live-commerce sneaker marketplace, end to end and led the team that built it. I take ambiguous problems from research to shipped UI, build design systems engineers trust, and use data to decide what ships.

Experience

Aug 2024 – Present

Senior Product Designer, team lead

Sibs · Live-commerce marketplace for sneakers & streetwear · Promoted from UI/UX Designer (Aug 2024 – Jun 2025)

- Designed the marketplace end to end and led the team that built it (engineers, a PM, support, social); grew to 10K users and $10M in inventory.
- Shipped Live Selling and gamified features (Flip, Wanted Blast) that grew engagement.
- Designed seller tools for Shopify and Square integrations and launched a 0% seller-fee model.
- Built the Sibs design system in Figma, shared across iOS and web; redesigned onboarding and navigation from user research.
- Benchmarked 7 live-selling platforms, including Whatnot, into a prioritized roadmap.

Jan 2022 – Present

Product Designer & Owner

Judith Joseph Design · Independent design practice, direct clients

- **Freeflow** Oct 2025 – Present — Data-dense tools for AI claims-audit software, plus the marketing site and homepage video.
- **Boldly Fine** Jun – Nov 2024 — AI patient-intake portal matching patients to the nearest rehab center with space; handed off to two developers from Apple.
- **CRWD Technologies** May – Jul 2023 — Led a mobile app redesign with weekly prototyping and usability tests.
- **INDWELL Co.** Jan – Apr 2023 — Improved B2C and B2B e-commerce checkout using funnel analysis.
- **WE ARE VANISH** 2022 — Turned research into improved app flows with developers.

Oct 2023 – Sep 2024

Product Designer

Naked Development · Product agency, client work across iOS and web

— Took a three-role musician-and-fan app from 0→1 to App Store launch, plus its marketing site.

— Led research, strategy and UX/UI for a court-workflow tool; ran usability studies for startup founders.

Launched Jan 2026

Founder & Designer

Girl Math · Budgeting app

— Took my own app from concept to launch: product, UI and the launch videos.

10+ years

Fashion Designer

Guess Jeans · Joe's Jeans · PacSun · Obey Clothing

— Designed apparel within real production constraints, with a sharp eye for detail.

Skills

Design	End-to-end flows, interaction design, wireframing, prototyping, visual design
Systems	Design systems, components, variables and tokens, accessibility
Research & data	User interviews, usability testing, competitive analysis, A/B tests, funnel analysis
Tools	Figma (incl. Make and Sites), Maze, Miro, Notion, Jira, AI design tools

Education & mentoring

Education	**BFA, Industrial Product Design** — Otis College of Art and Design
2024	**Guest Lecturer, Otis College** — Talks, design critiques and mentorship for product design students