

## INTRO

More than 20-years of experience designing and creating pragmatic, delightful solutions. Proven track record crafting solutions for consumers, enterprises, and government agencies. Designed for numerous form-factors and platforms ranging from antiquated (think 1950s) to the most modern, responsive SaaS solutions.

Worked with large-cap, mid-cap, and startup organizations. Managed \$300M+ products Designed for both B2B and B2C solutions. Helped raise tens of millions in capital. Successfully exited multiple startups.

Provided executive leadership. Developed and championed the corporate product vision across organizations. Lead and grew several cross-functional product and engineering teams. The largest of these had ~150 members spanning product and engineering.

## RECENT HIGHLIGHT

Philosophically, I view design broadly by considering every customer experience touchpoint. Design with a capital "D" as I sometimes put it. As such, beyond design itself my past contributions include everything from product positioning to support team documentation; from engineering architecture to visual asset management; from ideation to implementation. For the last several years, I've matured methods to optimize highly productive, smaller teams for exceptional return on total investment.

At Reva our small team (~45 product and engineering personnel) produced a vertically integrated, conversational CRM, and deployed to production for our first customer—in about one year. Unlike a typical MVP, this large, enterprise problem required much more to be considered viable including:

- End-to-end tracking for marketing with multi-touch attribution *and* multi-medium management
- Integrated communications including telephony, SMS, MMS, email, and web forms
- Unified calendar management system for agents and teams to coordinate tours
- A rules-based work manager to keep leasing agents focussed on the right tasks
- Integrated application, payment, and screening processing
- Integrated e-signature workflows to generate and manage leases
- Reporting and analytics to monitor leasing activity, analyze trends, and predict future needs
  - For example, if we're halfway through the month with lower than expected tour rates, how much should marketing spend increase to get us back on track for next month?

These highlights barely scratch the surface of the innovative solution we designed and built. Our highly productive, scrappy team continued producing new features, and even entirely new products to further mature the solution. Simultaneously, the team provided premium first-tier support to existing customers while onboarding new properties and customers—with no material team growth.

I'm excited to apply these learnings and skills to new challenges.

# EMPLOYMENT HISTORY

Co-founder / VP of Product <i>Multi-tenant Real-estate Property Mgmt</i>	Reva	Jul 2015 - Current
Director of UX Design <i>Media Monitoring &amp; Business Intelligence</i>	Meltwater	Aug 2014 - Jul 2015
UX Team Manager / Principle Designer <i>Education (K-20)</i>	Kno <i>Acquired by Intel</i>	Mar 2012 – Sep 2014
Team Lead Design & Eng (consultant) <i>Identity and Security</i>	TrustedID	Feb 2012 – May 2012
Principle Designer / Sr Product Manager <i>Enterprise HR Software</i>	HumanConcepts <i>Acquired by Cornerstone</i>	Jan 2011 – Mar 2012
Principle Designer / Sr UI Engineer <i>Social Reputation Analysis</i>	Repler <i>Acquired by Equifax</i>	Jun 2010 – May 2011
Principle Designer (consultant) <i>Enterprise HR Software</i>	HumanConcepts <i>Acquired by Cornerstone</i>	Oct 2009 – Jan 2010
Co-founder / CEO <i>Social Network Integrator</i>	Bumpr	Jan 2009 – May 2010
Principle Designer (consultant) <i>Social Network / Blog</i>	Plum Keeper	Apr 2008 – Jul 2008
Principle Designer (consultant) <i>Enterprise Financial Budgeting</i>	Alight Planning	Aug 2008 – Dec 2008
Co-founder / Product Lead <i>Tax Service</i>	1099reporter	Jan 2008 – Apr 2010
Principle Designer (consultant) <i>Incorporation and Legal Services</i>	Intuit: MyCorp	Nov 2007 – May 2008
Principle Designer (consultant) <i>Consumer Home CAD/BIM</i>	Autodesk: Homestyler	Oct 2007 – Mar 2008
Interaction Designer <i>Tax and Financial Software and Services</i>	Intuit: TurboTax	Nov 2006 – Sep 2007
Sr Business Analyst <i>Student Loans</i>	Nelnet	May 2006 – Nov 2006
Graduate Research Fellow (HCI) <i>Economic and Community Development</i>	Creighton University	Aug 2005 – Nov 2006
Computer Programmer Systems Analyst <i>National Defense / Medical Info Systems</i>	US Air Force	Apr 2003 – Aug 2005
Lead Computer Programmer <i>Higher Education</i>	Tulane University	Jan 2001 – Jan 2003



# RECENT PROJECT

## Reva ([reva.tech](http://reva.tech))

Jul 2015 – Current

**Title** Co-founder / VP of Product  
**Industry** Multi-tenant real-estate property management  
**Solution** A modernized approach to customer relationship management, specifically focussed on multi-tenant real-estate management.

### Results

- Grew the team from the ground up. Expanded the product team to 12 direct reports across various disciplines with strong emphasis on cross-disciplinary team members, sustainable growth, and reliable processes. We supported an engineering team of ~35 to build a great solution.
- Deployed the first property in early 2017. By late 2017 had deployed ~20x the initial units. Tripled the 2017 deployment in 2018 into 2019 with an additional 90 properties. By mid-2019, we were able to reliably deploy Reva at dozens of properties in parallel in only a couple weeks. Competitors in the industry typically take several weeks (or months) for similar sized deployments.
- For a single, modest-sized property manager, Reva directly yielded a \$240M increase in property value and \$12M increase in net operating profit for a meager \$400k annual SaaS spend. That's a 30x return on SaaS spend.
- Through a combination of UX-centric product design, work automation, team distribution capabilities, deep & reliable analytics, and general product agility a single property manager saw...
  - **18% reduction in marketing spend**
  - **36% reduction in staff costs**
  - **41% improvement in conversion**
  - **25% increase in net operating income**
- In addition to property managers, we improved the experience for prospects, residents, and agents throughout the process.
  - 75-90% decrease in time it took prospects to complete a leasing application. Most applicants observed in usability tests took less than 5-10 minutes rather than the 30-45 mins using a major competitor's solution.
  - At least a 20% decrease in mistakes made during the application process. Mistakes included typos, entering incorrect data, general UX problems continuing the process, etc.
  - 90% or more decrease in training time for a new leasing agent. On other systems, agents take 1-4 weeks to train before becoming productive. With Reva, agents worked through training modules to become productive in a single, independent morning session of 2-4 hours. This industry typically has an agent turn-over of 50-150% per year, so decreased training time substantially improves the agents' lives, and meaningfully contributes to reduced staffing costs to accomplish business objectives.



**REVA**  
TECHNOLOGY

Founded 2015

Staff ~45

Private company



Joshua Hall

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# RECENT PROJECT

**Meltwater** ([meltwater.com](http://meltwater.com))

Aug 2014 – Jul 2015



**Title** Director of User Experience Design

**Industry** Meltwater is an industry leader for media monitoring across traditional news, blogs, social media, and more.

**Solution** The new Meltwater media intelligence platform expands media monitoring, engagement, and benchmarking to new heights.

**Founded** 2001

**Staff** ~2,200

**Ticker** MWTR

## Results

- Provided executive leadership to revitalize the position and priority of design within the corporate culture. Introduced a holistic, systems theory founded approach to design by demonstrating proven value to all levels of the organization. The immediate benefits were particularly salient for the engineering and sales organizations.
- Lead 14 direct reports, and the total product team of ~35 (total product and engineering org of more than 150). Importantly, I grew the core team from 3 to 9 designers and researchers in my first six months to substantially reduce inefficient engineering while producing higher quality, more consistent results.
- Introduced standardized UX, UI, and visual design patterns across all of the product lines. This facilitated faster design, development, and deployment of new features while reducing technical and product debt.
- Launched the completely rebuilt application and new brand. Rebranding all of the product lines was completed in less than three months from initial conversation to production deployment.
- Defined strategic and tactical roadmaps across product lines and teams for 2+ years of business objectives. This roadmap helped facilitate the company going through a successful IPO after my departure.
- Lead innovative UX approaches to displaying text data in visualized, decision support interfaces designed for C-level executives.
- Coordinated support and sales teams to transition existing customers to the new platform efficiently and effectively.
- Initiated stronger usability testing and research to better inform product direction. This directly contributed to improved sales and customer satisfaction while reducing support burden and costs.
- Established consumer analytic gathering and analysis across products to inform priority and design decisions with data.



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# RECENT PROJECT

**Kno, Inc.** ([kno.com](http://kno.com))

Mar 2012 – Sep 2014

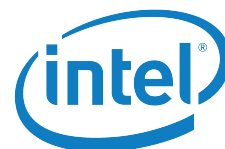


**Title** UX Team Manager / Principle Designer  
**Industry** Education K-20, including publishing  
**Solution** Innovative education and textbook platform available across platforms with tools for students, parents, teachers, schools, and content publishers. Kno's catalog had over 250,000 books, including many major education publishers.

**Founded** 2009  
**Acquired** 2013

## Results

- Expanded the user experience team from 2 to 7 designers. Expanded the product team from 3 to 5 product owners. Ultimately, led a product team of 15 with 6 direct reports when we were acquired by Intel.
- Both new products and improvements to existing products contributed to our large year-over-year annual growth for two consecutive years.
- Deployed enterprise solutions in Asia, Europe, North America, and South America. The solution was ultimately deployed in tens of thousands of classrooms around the world.
- Designed a comprehensive product vision and plan to tackle solutions for the publishers, education ministry or district, schools, classrooms, students, teachers, and parents.
- Acted as product manager and principle designer for several core products in the solution family while building the team up to better delegate responsibility.
- Expanded platforms supported to include Android, iOS, Windows 7, Windows 8, and web (all native-first solutions).
- Kno partnered with Microsoft and was a launch-day application featured on Windows 8 devices. Kno was also featured on education specific hardware produced by HP and Intel.
- Refined core information architecture and basic interactions to create a consistent experience across all platforms while maintaining native device standards and feel.
- Spearheaded efforts to improve accessibility on all platforms. Additionally, released the full product suite in nine different languages including Japanese.
- Coordinated several ethnographic and usability research studies to inform priorities, design, and product direction.
- Prototyped teacher content generation, collaboration, and distribution tools.
- Prototyped education content gamification geared toward 3rd-6th grades.
- Designed hardware optimized solutions to leverage Intel's unique capabilities with hardened tablets and 2-in-1 devices specifically designed for education.
- Over an 18-month period, managed design and produce more than 300 software releases across all of the platforms.



**Founded** 1968  
**Staff** ~100k  
**Ticker** INTC



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# SKILL HIGHLIGHTS

## BUSINESS

- Executive lead over product, design, and engineering roles
- Team management
- Systems theory
- Information theory
- Product management
- Entrepreneurship
- Capital raising
- Financial projections
- Corporate vision casting
- Vendor & outsourcing management
- Customer success & support

## EDUCATION

- MS in IT Management
- MBA
- BSM in Finance  
Minor in Computer Science

## OTHER

- Financial analysis (TORC) published by Bloomberg
- Graduate research fellowship
- Research published by peer-reviewed science journal
- Taught 4th-16th grade
- MS Certified Professional
- CompTIA A+ Certified

## PRODUCT DESIGN

- Design system definition
  - Component library
  - Pattern library
  - Documentation
  - Tokenization
- Product vision casting
- Needs analysis
- Information architecture
- Business process design
- Data visualizations
- Visual design
  - Branding definition
  - Production assets
- Behavioral studies
- Cognitive walkthroughs
- Usability studies
- Persona definition
- Heuristic analysis
- Wireframe development
- User acceptance testing
- Designed solutions for...
  - HTML5, React, MobX, React Native, etc.
  - iPhone & Android phones
  - iPad & Android tablets
  - Internet of things (IoT)
  - Telephony, SMS, MMS, etc.
  - Windows
  - macOS
  - \*nix CLI
  - And, more

## TECHNICAL

- Conversational AI
- Component library and design token implementation
- Asset pipeline development
- High-security solution modeling
- Microservice architectural design
- Various rapid prototyping techniques / tools
- Database design
- Business rules development
- Systems analysis
- HTML5 / CSS3
- SQL, PL/SQL (8i-10g)
- JavaScript, CoffeeScript
- Ruby, Ruby on Rails
- Python, Django
- C, C++
- VB & C# .NET (1.0-3.0)
- Various QA stacks and tools
- Web prototyping
- Limited hardware prototyping
- Dev ops and microservice management
- Linux, Windows, and macOS administration
- Mechanical prototyping in wood, plastic, metal, cardboard, etc.

# MORE

My hobbies include scale model making, woodworking, board games, and a wide variety of books, music, and movies.

More information about these and other projects can be found at [yaplabs.com](http://yaplabs.com). You can also view my LinkedIn profile at [linkedin.com/in/joshhall](https://www.linkedin.com/in/joshhall).

References and additional materials are available upon request.

