

Josh Whitehead

Product Designer who ships AI products, in Figma and in code

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SUMMARY

Product designer with fifteen years shipping consumer and B2B software: first designer to Head of Design twice (both companies acquired), Apple and Google partnerships shipped, design systems built from zero. For the last two years I have designed and shipped AI products end to end with coding agents in the loop, so the prototype and the product are the same artifact.

EXPERIENCE

Founder & Design Lead

Boneyard Collective · Jan 2024 – Present · Cincinnati, OH

AI-native design and product studio. Client work for startups by day; our own AI products in between, designed and shipped end to end with coding agents in the loop every day.

- Incubated OLO, a personal-intelligence product: set the product vision, assembled a founding team from Meta, Calm, and Saucey, and took it from concept through design to investor readiness.
- Design and ship AI products end to end: OLO (a desktop companion for the Mac), Weaver (a writing room that remembers a channel), StoryMode (game stories as audio), each live at its own site.
- Ship daily with coding agents (Claude Code, Codex): a typical day is 20 to 60 commits across 3 to 10 projects, measured from session logs rather than estimated.
- Built josh.design as a working AI-builder portfolio: a language model running in the browser on WebGPU, a hosted Claude grounded in the site's own text, five agent-interface prototypes, and a playable 3D city built with a coding agent in sixteen days.

Head of Design

Spin (Ford Mobility) · May 2019 – Nov 2022 · joined as Senior Product Designer

First product designer at the micromobility company. Built the design function from zero and led it through partnerships with Apple and Google, then an acquisition.

- Joined as the first designer and became Head of Design; built and led a team of 10 across product design, brand, illustration, copy, and UX research.
- Built the foundational design system from zero across iOS, Android, and web, and localized the product and brand across 84 cities in two regions.
- Designed the App Clips experience Apple featured at WWDC 2020 as a flagship iOS 14 use case (covered in Wired), working with Apple to refine the scooter rental flow for the launch.

Head of Design

Hush (backed by Kleiner Perkins) · Mar 2017 – Jun 2019 · joined as Senior Product Designer

First product designer at a social-commerce startup. Owned the app, brand, and site, and rebuilt the product as it scaled past a million users.

- Promoted to Head of Design: led a team of three, shaped the roadmap with leadership, and pitched investors directly. Hush was acquired.
- Designed and shipped the company's first Android app, which grew to more than 30% of company revenue.
- Took the apps from 200 App Store reviews at 3.5 stars (and no Google Play presence) to 50,000+ combined reviews at 4.8 stars through a research-led redesign and review prompts placed at the right moments.

Principal Product Designer

Very Good Ventures — client engagement · Nov 2022 – Dec 2023

Principal designer at the leading Flutter studio. Designed a Flutter design system adopted across VGV and Google teams, and a generative-AI game shown at Google I/O 2023.

- Created the Flutter.dev design system for Google and redesigned the mobile and desktop experiences: Figma components, variables, auto layout, shared documentation.
- Contributed concepts and gameplay QA to I/O FLIP, the generative-AI card game shown at Google I/O 2023, with Google teams.

Lead Product Designer

Saucey · Oct 2015 – Feb 2017

- Owned all design at an on-demand delivery startup: consumer apps, driver experience, partner tools, internal operations, and marketing.

Senior Designer

NationBuilder · Nov 2014 – Sep 2015

- Designed UX and UI for a civic-engagement CMS used by tens of thousands of campaigns and organizations, working daily with the founder on product and brand.

Designer & Front-End Developer

Differential (studio) · Nov 2013 – Oct 2014

- First designer at an engineering-first studio; helped take 10+ startups from concept to launch across e-commerce, health, and finance, as the sole design resource and de facto product manager.

PROJECTS

- **Portrait.** The first cut of what became SignalScan's AI Mirror: Spotify Wrapped for your chat history.
josh.design/lab/portrait
- **A model in your browser.** A language model running on your GPU through WebGPU. josh.design/lab/local
- **Ask my portfolio.** A live Claude, grounded in the real text of this site, that answers questions about my work.
josh.design/lab/ask

SKILLS

Product design · 0→1 product design, Design systems, Brand, Mobile (iOS, Android, Flutter), Web, Design leadership, Partnerships (Apple, Google), User research and usability testing, Customer and client collaboration

AI & models · LLM product design, Prompt and context engineering, Grounding / RAG-style retrieval, Streaming UI for model output, On-device inference (WebGPU, WebLLM), Agent interaction design (progress, permissions, failure, confidence), Agentic development with Claude Code and Codex, Anthropic SDK, Evals: measuring shipped model output against a spec, Generative video pipelines (Veo), Agent workflows across many projects, AI/ML platforms (model APIs, inference, on-device, generative video)

Building with agents · Agentic engineering with Claude Code and Codex: specs, prompts, context, review, verification, Directs agents in TypeScript, React, Next.js, Three.js, Flutter; reads and judges code, does not hand-write it, Ships end to end: repo, deploy, instrumentation

Tools · Figma, Framer, ProtoPie, Sketch, Claude Code, Codex, Vercel, GitHub

PUBLICATIONS

Mastery is Dead: The Quiet Collapse of Expertise. A field manual for the collapse of expertise: how AI is restructuring twenty-five white-collar careers, what survives, what doesn't, and what to do if you work in one. 618 pages, paperback.
masteryisdead.com

EDUCATION

Career school, digital design. Film, photography, code, music, games. Fine art in college (charcoal and canvas) before enlisting.

United States Marine Corps, 2008 – 2013. Combat photographer.