

JOSH JORDAN

UX/UI DESIGNER



POSITION STATEMENT

UX/Product Designer with a background in leading digital experiences and systems across fast-growing organizations. Experienced in information architecture, user research, and experience design, with a focus on improving usability, clarity, and engagement. I translate user needs into intuitive, high-impact experiences while leveraging research, graphic design, information architecture, and systems to drive engagement, clarity, and operational efficiency.

I have a proven ability to lead cross-functional teams, align stakeholders, and execute strategies to enhance organizational presence and efficiency.

UX/UI PROJECTS

Featured Project: Arise Church UX/UI Redesign & Systems Integration.

- Led a full UX/UI redesign of the ARISE Church website, improving clarity, navigation, and digital presence.
- Translated user and stakeholder insights into scalable design solutions that improved usability and efficiency.
- Drove growth: +229.8% users, +235.5% organic traffic, and +29.5% engagement (17K events)

Digital Portfolio:

- JoshJordanDesigns.com



TECHNOLOGY & SKILLS

UX Strategy & Research

- User Research (Qualitative & Quantitative)
- Persona Development & Segmentation
- Journey Mapping & Behavioral Analysis
- Data-Informed Decision Making

Experience Architecture

- Information Architecture (IA)
- User Flows & System Mapping
- Navigation & Content Structuring
- Design Systems & Component Thinking

Interaction & Interface Design

- Wireframing & Prototyping (Lo/Hi-Fi)
- Interaction Design
- Usability Testing & Heuristic Evaluation
- Visual Design & Brand Alignment

Tools & Platforms

- Figma and FigJam
- Notion, Google Workspace, Jira
- Squarespace, Wix, The Church Co.

EDUCATION

The University of Texas at Austin

- UX/UI Certificate, McCombs School of Business, 2025

Oral Roberts University

- B.S. in Ministry & Leadership, 2014

EXPERIENCE

Arise Church – Location Pastor & Digital Experience Lead

May 2025 – Current

- Operated in a fast-paced environment in one of the top 50 fastest growing churches in America.
- Led and scaled high-capacity staff and volunteer teams of 200+ people, which included developing leaders, collaborating with stakeholders, and engaging with cross cultural audiences.
- Redesigned and optimized the church's digital ecosystem (website and app) improving navigation, information architecture, and overall usability to align with business goals.
- Integrated back-end systems and databases, streamlining workflows, and enabling more dynamic customer experiences.
- Leveraged qualitative and quantitative data and user insights to refine engagement strategies and continuously improve both digital and in-person experiences.
- Translated user needs and organizational goals into scalable experience systems and repeatable frameworks.

Abandoned Church – Lead Pastor / Digital Experience & Communications

Aug 2022 – Jan 2025

- Designed and optimized website and app UX/UI to improve usability, navigation, and user engagement.
- Led graphic design and social media marketing for 15,000 follower account engaging up to 2 million views monthly.
- Led and scaled staff and volunteer teams of 50+ people, which included developing leaders, collaborating with stakeholders, and engaging with cross cultural audiences.
- Led strategic planning and initiatives across digital and in-person experiences to improve customer engagement and growth.
- Experience using varied tools across multiple platforms, including video editing, audio editing, graphic design, and content management systems.

Relevant Church – Associate Pastor / Digital Experience & Community Systems

Aug 2018 – July 2022

- Led and scaled staff and volunteer teams of 100+ people, which included developing leaders, collaborating with stakeholders, and engaging with cross cultural audiences
- Designed and optimized multi-media content, website, app UX/UI to improve usability, navigation, and user engagement.
- Created visual design assets using multiple tools and platforms, which included graphic design, producing and directing video content, and social media that were aligned with brand and user engagement goals to enhance customer experience
- Led end-to-end program design and operations for an accredited learning platform, optimizing curriculum delivery and user experience.