Josh Sinkinson

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SUMMARY

Product Designer with 3+ years of end-to-end design experience at an AI-powered B2B SaaS startup. Sole designer responsible for product UI/UX, brand identity, and marketing site — with expanding responsibilities in design leadership, sprint facilitation, and cross-functional management. Skilled at translating complex data products (attribution, analytics, AI workflows) into intuitive, usable interfaces, and comfortable operating with high autonomy in early-stage environments.

EXPERIENCE

Product Designer & Design Lead

July 2023 – Present

Bluumly — AI-powered SaaS attribution platform for Shopify merchants · San Clemente, CA

- Led end-to-end design from 0→1 as sole designer, owning product UI/UX, brand identity, and marketing presence for an AI-powered B2B SaaS platform.
- Transformed complex technical requirements into intuitive interfaces — including AI-assisted content creation, conversational analytics, and social-attribution dashboards.
- Architected a comprehensive Figma design system on shadcn/ui foundations, driving 100% visual consistency across product and marketing surfaces.
- Established complete visual identity and shipped a responsive, high-performance marketing site in Framer, optimized for lead generation.
- Expanded into strategic leadership: facilitated cross-functional sprints, influenced the product roadmap, and contributed to hiring and sales collateral.

Graphic Designer

July 2022 – June 2023

InBalance Soul — Wellness & skincare brand · San Clemente, CA

- Spearheaded end-to-end packaging design for a premium wellness and skincare line, translating a "natural and calming" brand identity into print-ready dielines and high-fidelity retail mockups.
- Directed the full print production lifecycle, managing quality control and brand integrity across a diverse physical product portfolio from digital concept to shelf-ready product.
- Collaborated with the Founder using Adobe Illustrator and InDesign to refine packaging concepts aligned with target market trends and sales objectives.
- Maintained 100% design consistency across all physical touchpoints, reinforcing brand recognition in a competitive retail environment.

SKILLS

Design Tools	Figma (auto-layout, components, variants, prototyping), Framer, shadcn/ui, Adobe Photoshop, Illustrator, InDesign
Design Practice	Product Design, UI/UX, Design Systems, Brand Identity, Visual Design, Prototyping, Responsive Design, Accessibility, Design QA, Packaging Design
AI & Workflow	AI-assisted design workflows, prompt-driven ideation, integrating AI features into product UX
Collaboration	Sprint facilitation, agile/scrum, cross-functional collaboration with engineering, async-first remote work, design QA partnerships

Productivity Tools	Notion, Linear, Slack, GitHub (basic familiarity)

EDUCATION

Associate of Science — Expected 2026

Saddleback Community College · Mission Viejo, CA