# Joshua Nittle

Principal Product Designer | Fintech and enterprise software

I make complex, regulated, data-heavy software actually usable. Twenty years across two hundred companies as a studio founder, agency designer and EY consultant. Then five inside one, as founding designer of a fintech that has grown from zero to 8,500+ customers and $1.2B drawn, with a 4.9 on Trustpilot and an NPS of 84. I design at the level of the business, not the screen.

### Founding Product Designer

Inclined | April 2021 to present | Remote

Sole designer for five and a half years at a Series B fintech lending against whole life insurance, working directly with the CEO, CTO and CRO. Own design strategy, system architecture and craft across the customer, advisor and operations products.

- *Founding strategy.* Got three founders with competing brand goals to one direction before a screen was designed. Asked for a design system, delivered the system and its UX strategy.
- *One system, three users.* Built one design system for policyholders, advisors and operations agents, building the one screen that carries the product promise and borrowing the rest. Reuse shipped the operations platform before the May 2022 beta, inside a closing rate window.
- *Growth without a rewrite.* The 2021 architecture has absorbed a rebuilt banking experience, a mobile app and an operations rebuild while customers grew 120% in a year (to April 2026). Nothing had to be torn out to make room.
- *Operations architecture.* Reframed a proposed re-platform as one end state reached through normal product work. Two queues and a rebuilt loan page have shipped. From December 2024 to December 2025 the team processed about three times the documents while going from six people to nine.
- *Customer banking and mobile.* Got a bespoke rebuild approved on the math: two to three weeks more than porting the vendor's version. Result: a ten-second draw, 45% fewer servicing inquiries per customer, and a mobile app used by 21% of active accounts within 30 days and 46% within ten months.

### Product Design Manager

EY | 2015 to 2021 | Lead Product Designer to 2018

- Led a six-consultant research and strategy team for Collins Aerospace, mapping the service lifecycle of aircraft parts across 16 personas into a product vision.
- Designed advisor dashboards for Morgan Stanley, secure search for U.S. Army logistics, and design systems and partner portals for Carrier and Freddie Mac.

### Lead User Experience Designer

Intuitive Company | 2011 to 2015

### Principal and Lead Designer

Kick Forward (independent) | 2008 to 2011

### Senior User Experience Designer

Electronic Ink | 2006 to 2008

### Founding Principal

NURD | 2001 to 2006 | Grew to $1M annual revenue

## Contact

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## Skills

Product strategy
Systems thinking
Interaction design
Visual design
Design systems
Information architecture
Data visualization
Service design
Figma
AI-assisted workflows

## Selected clients

*Finance and fintech*
Morgan Stanley, State Street, Fannie Mae, Freddie Mac, Bank of America, Allianz, Nationwide, SVB, BBVA, PNC, AIG

*Enterprise and government*
U.S. Army, Collins Aerospace, Pfizer, Merck, Carrier, AmerisourceBergen, MetTel

*Consumer and tech*
Adobe, Nike, Audi, Universal, Comcast, ADP

## Education

Associate of Science, Communication Design
Northampton Community College

## Recognition

Talk to Me, The Museum of Modern Art (MoMA), 2011
20+ ADDY awards, including Best of Show