

Contact

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Expertise

Product Strategy:

Service Design, User Journey Mapping, Persona Synthesis

Systems & Ops:

Design System Architecture, DesignOps, AI-Assisted Workflows

Technical Design:

Data Visualization, Fintech Logic, Information Architecture

Selected Clients

Finance & Fintech:

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

Enterprise & Gov:

U.S. Army, Collins Aerospace, Pfizer, Merck, Carrier, AmerisourceBergen, MetTel

Consumer & Tech:

Adobe, Nike, Audi, Universal, Comcast, ADP

Education

Associate of Science, Communication Design, Northampton Community College

Joshua Nittle

Senior Product Design Lead | Ex-Founder & Consultant

Product Design Leader with 25+ years of experience specialized in transforming high-entropy financial logic into intuitive, high-scale user experiences. Background spanning agency ownership, EY consulting, and fintech leadership with a proven track record of scaling products from **\$0 to \$1.5B** in total credit extended. Bridges the gap between business strategy, technical feasibility, and high-end interaction craft.

Founding Product Designer

 Inclined | 2021-Present

- Architected end-to-end UX strategy for a fintech platform, facilitating **\$778M** in net new draws and managing **\$15M+** in weekly capital activation.
- Engineered intuitive user-centered UX strategies for complex financial products, achieving a 4.9 Trustpilot score and a World-Class **NPS of 73** (placing the product in the top 100th percentile of the industry).
- Spearheaded collaborative alignment between Founders, Engineers, and Risk Officers to pivot product strategy amidst shifting global cost-of-capital markets and ensure platform resilience.
- Established and scaled a comprehensive Design System for 3 unique user personas, unifying brand identity across all product environments and significantly accelerating engineering velocity.

Senior Product Design Lead

 EY | 2015-2021

- Directed a 6-consultant research and strategy intensive for Collins Aerospace, mapping the 16-persona service lifecycle of aircraft parts to identify systemic friction and define a long-term product vision for senior leadership.
- Designed high-complexity financial dashboards and secure search interfaces for Morgan Stanley and the U.S. Army, transforming massive, high-entropy data sets into intuitive tools for global advisor networks and mission-critical logistics.
- Architected and scaled enterprise B2B ecosystems and design systems for Carrier and Freddie Mac, unifying fragmented legacy workflows into streamlined digital portals and mobile applications used by thousands of global partners.

Founding Principal

 NURD & Independent Consulting | 2001-2015

- Scaled a boutique design studio to **\$1M ARR**, delivering high-fidelity interaction design and creative direction for global brands and leading advertising agencies.
- Led the design and modernization of online banking and institutional platforms for a major roster of leaders, including State Street, SVB, PNC, and SunTrust.