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About

Design Technologist with over a decade of experience at the intersection of UX and Engineering, specializing in AI-powered experience design - bridging product design and front-end engineering to ship production-ready, human-in-the-loop solutions.

5 key projects spanning my career:

Amazon Human Resources Chatbot *Detailed below as well as in my portfolio*

IBM Cognitive Dress *In the permanent collection at the Henry Ford Museum of American Innovation: <https://joshberry.com/#/cognitive-dress/>*

2020 Lincoln Continental Interior HMI *experience: <https://joshberry.com/#/lincoln-northstar-ux/>*

Apple.com *Top-level product pages including App Store which maintains the same design I built in 2020: <https://www.apple.com/app-store/>*

Gapminder Casino *I created the concept, UX, and technology/hardware: <https://joshberry.com/#/gapminder-casino/>*

Design & Eng Skills

Code: JavaScript, TypeScript, HTML, CSS3

Frameworks & Libraries: React, React Native, GraphQL, VueJS, Handlebars, AngularJS, [Node.js](#)

AI: spec-based coding tools such as Claude Code/Cowork, ChatGPT, Cursor, etc

Design tools: Figma, Adobe Photoshop/Illustrator, Sketch, Design Systems

Other code: PHP, SQL/MySQL, Java, Processing, OpenFrameworks, Arduino

Amazon/AWS: EC2, S3, Comprehend, Dynamo, Amplify, Lambda, API Gateway, etc

UI & Motion: CSS Animation, GSAP, internal Apple libraries, etc.

Prototyping: Figma, spec-based development (vibe coding), HTML/CSS/JS as needed

3D: Fusion 360, 3D printing

Physical: Arduino and ESP microcontrollers, various SOCs, PCB design

Research: Usability Testing, User Interviews

Recent Experience

Career Break / Freelancing

MARCH 2024 - PRESENT

Deepened expertise in AI-assisted development (spec-based/vibe coding with Claude Code) Figma/MCP, freelance UX prototyping, and front-end engineering.

Amazon / Design Technologist II

NOVEMBER 2020 - MARCH 2024, REMOTE

Led UX innovation on a large product design team in the PXT org - moving fluidly between conversational AI design, emerging technology prototyping, accessibility, and large-scale production delivery.

UX & Emerging Technology (2020-2022)

- Led a cross-functional team of Designers, Researchers, and Writers to redesign Amazon's Human Resources customer service chatbot, applying conversational AI UX patterns to raise customer satisfaction to 4.65/5 while measurably reducing reliance on live support.
- Designed and built a Figma plugin that generated production-ready React code directly from the org's design system component library - improving accessibility compliance, reducing design-to-engineering friction, and influencing a structural rethink of the design library. Transitioned the tool to a dedicated product team for ongoing development.
- Developed and deployed ML-powered text classification models via Amazon Comprehend (90%+ accuracy) to evaluate UX writing quality at scale. Embedded models in Figma plugins and internal web apps; trained UX Writers to independently build and deploy their own - an early example of human-in-the-loop AI tooling.
- Researched, designed, and developed a bespoke CSAT component to the org's design system.

Front-End Engineering (2022-2024)

- Seamlessly transitioned into an engineering role and led front-end development for a hybrid web and native mobile platform for Amazon's employee experience mobile app, enabling employees to discover and engage with internal Affinity Groups.
- Delivered production-ready code in React Native, React, and TypeScript with GraphQL APIs, i18n, unit testing (Jest), and CI/CD pipelines with Cypress integration tests.
- Ensured accessibility support and cross-platform responsiveness for a global employee base.
- Introduced scalable chatbot UX vision validated through rapid research and leadership presentations, later contributing my bespoke CSAT component into the org's design system.

Apple / Senior Front End Developer (Contract)

2018 - NOVEMBER 2020, SUNNYVALE, CA

On the Apple.com Product Launch team, I developed top-level pages for flagship product launches - MacBook Pro, iPhone, App Store, MacOS, iMac, and Mac Pro - on one of the highest-trafficked sites in the world. Built bespoke, pixel-perfect web experiences using Handlebars templating, a robust in-house SASS library, and vanilla JavaScript web components with animations powered by a proprietary keyframe animation library.

Smart Design / Design Technologist (Contract)

2017 - 2018, NYC

Designed and built an in-car, touchscreen experience, including custom-made hardware controls, for the Chinese luxury automotive market - tested and deployed in Shanghai. Owned the full technical stack end-to-end: a suite of React Native apps communicating in real time via socket.io over a local WiFi network. (*Case study:* joshberry.com/lincoln-northstar-ux)

Ogilvy & Mather / Creative Technologist

2014 - 2016, NYC

Founding member of Ogilvy's first Creative Technology team - a small group of designers and technologists who brainstormed, pitched, and delivered physical and screen-based products for premier accounts including IBM, American Express, IKEA, and Coca-Cola. Served as a regular technology and prototyping strategy partner to C-level creatives across accounts.

Collaborated with IBM's creative team to concept and develop the IBM Cognitive Dress - an ML-powered wearable that used Watson text classification APIs to

translate social sentiment into real-time visual expression. Now in the permanent collection of the Henry Ford Museum of American Innovation.

Built an early Alexa voice application for a Nespresso pitch, adding voice control to a hacked espresso machine — an early exploration of conversational AI and connected hardware.

Miner Labs / Product Lead & Full-Stack Engineering

2013 - 2014, NYC

Led end-to-end UX for a mobile location-based e-commerce startup — designing the full user experience and producing mockups that directly contributed to closing the seed round. Scoped and co-developed the flagship mobile app, with additional full-stack engineering across the geo-fencing system, customer-facing app, and CMS using PHP (Laravel) and MySQL.

Emerging Media @ NBCUniversal / Product Technologist (Contract)

2010 - 2013, NYC

On the emerging media products team, I managed the mobile video streaming platform and led adoption of new delivery technologies including HLS. Later founded an internal R&D group exploring mobile web, Kinect, audio content recognition, set-top-box, and SMS-to-TV experiences.

- In 2012, conceived, designed, and developed a celebrity lookalike widget using ML image classification and facial recognition - matching a user's Facebook friends to NBC stars and deploying it within NBC's second-screen mobile experience. An early end-to-end application of ML to consumer UX, years before it became mainstream.

Freelance Creative/Design Technologist

2009 - 2025

Designed and built custom hardware/software experiences for select clients. Most notably, worked directly with Hans Rosling and the Gapminder Foundation to develop an interactive hardware concept and prototype called [Gapminder Casino](#) that contributed to securing a 7-figure Gates Foundation grant at a crucial time for the non-profit. The game became a fundraising tool in and of itself, touring around the world at events such as Google IO with Hans Rosling himself in the croupier role.

Education

Masters

ITP, Tisch School of the Arts at NYU

Focus on product and interaction design <https://itp.nyu.edu/itp/>

Computer Science at Pace University, New York, NY

1 year completed before transferring to NYU

Bachelors

Union College, Schenectady, NY