

CURRENT PROFESSIONAL WORK

Founder & CEO, PeopleWork Partners, Inc. *January 2023–Present.* Recruiting for creative people built on trust, not transactions. Clients include early and seed stage startups (Automat, InScope, Yuni), Series A/B companies (Regrello, Sigma Computing, Syniverse), and VC (Sutter Hill Ventures). Consulting with C-suite on hiring roadmap for multiple roles across brand and product design, eng, product management, strategy, content & more.

Oriented towards long-term, relational growth with candidates and teams; recommended an early designer who is now Partner. Placed founding designers and staff engineers, and coach them in the role to ensure ongoing compatibility.

Interests in the practice: authoring and open sourcing a rubric for candidate self-assessment, peer and manager assessment, as well as hiring manager planning; temp-to-perm work trials and trial project scoping; coursework for non-design recruiters to know how to view a portfolio; rebalancing responsibility for a successful, long-term match. Referrals and recommendations with other similarly oriented recruiters & talent partners.

PREVIOUS PROFESSIONAL COMMITMENTS

Chair, Master of Interaction Design Program, California College of the Arts. *2020–2024.*

Led and scaled a successful, unique one-year graduate interaction design program into its 2.0 by updating its curriculum, diversifying faculty perspectives, introducing new electives, competitive market positioning, and so much more. Offered 14 tested initiatives and income sources to sustain the program to the final CCA President.

With faculty, I recruited a total of 50 adjuncts, and built camaraderie, community, and content sharing. Each year I led the volunteer team to review ~500 portfolios for 50–60 seats, and updated the hiring process and evaluative rubric.

With each year-long cohort of 35–60 students, I led orientation and onboarding, created community with social programming, advised student project teams, interacted with industry orgs and leaders, nurtured relationships with prospective collaborative & sponsorship partners, and mentored students 1:1. I helped students integrate to the local design community through events and lectures (including with SF Design Week and Config).

I continue to teach a portfolio class called Purpose to Practice, and a leadership class, as well as offer workshops in the program.

Design Recruiter, Bunsen. *2022–2023.* Executive 1:1 coaching and leadership recruiting, plus design operations, culture-building, and team-building practices. Hired & advocated for 3 senior designers, 2 ops / project management roles.

Head of Design (Fractional), MeetingPulse. *2019–2022.* Integrated product, marketing, and brand design for pre-seed startup. Recruited 2 full-time designers, interviewed CTO and CMO, led a research effort for the product's 2.0, helped close a seed round, and established cultural practices for a globally distributed team.

Founder & CEO, Startnership, Inc. 2013–2022. Productized design deliverables in sprints and focused workshops for startups, founding teams, and new initiatives. Clients included: Salesforce, Blend, MeetingPulse, CSTMR, Buildium, StartOut, DreamFund, Tizra, We The Future, and more.

Design Consultant, Sequoia Capital. 2018. Strategy and brand identity design for select startups in Sequoia's portfolio. Projects included universal design career ladder, and design team cultural practices.

Founder, Design Operations, Twitter. 2016–2018. Started the DesignOps practice inside Twitter's Product Team. Supported a globally distributed team of 100 product designers and content strategists via these programs:

- starting a cross-functional Brand/Marketing/Product OpsTeam, with roadmap sync
- weekly design critique, facilitation, socialization, documentation, and ongoing process improvement – including a CritKit, deputizing other teams to run their own critiques
- branding and naming the product design system, Horizon, including ongoing education to designers about its use, effectiveness, and governance
- and more, including design process, design principles, project leaderboard, library of experiments & case studies, standardizing tools, blog writing & facilitation, guest visits from local UX classes, mentoring program, recruiting events, industry promotion on DesignBetter.co, and studio space configuration

IBM Cloud Garage, Founding Designer. 2015–2016. One of a few founding designers of the IBM Cloud (née Bluemix) Garage. Hosted client workshops & sprints around the world for startups and Fortune 500 global corporations. Pitched new client business; improved operations, standards, and processes; authored marketing content; customized curriculum to local markets; aligned methods across six Garage locations.

Schwadesign, Founder & CEO. 1997–2017. Schwadesign was a network of brand strategists, content strategists, designers of all kinds, and developers, all curated in project-specific teams to reflect client needs. Clients included Blue Man Group, the City of Providence RI, Harvard University Systems Biology PhD Program, Brown University, MIT AI Lab, Perforce, Trinity Pharma, DentaQuest, Friends of Dana Farber Cancer Institute, and more.

COMMUNITY BUILDING

AIGA, the professional association for design, 1994–present
StartOut, empowering LGBT entrepreneurs, 2013–2020
Betaspring, Mentor, 2008–2010
ReBrand, Jury Coordinator, 2004–2007

TEACHING

General Assembly, San Francisco, CA
CreativeLive, San Francisco, CA
College of Art and Design, Lesley University, Boston, MA
Rhode Island School of Design, Providence, RI
Massachusetts College of Art, Boston, MA

PRESENTATIONS, PANELISTS, AND JURYING

2000–2026 Guest lectures and final portfolio crits at RISD, UCLA Extension, California College of the Arts, Academy of Art SF, University of San Francisco, Lesley College of Art & Design, MassArt, University of Connecticut at Storrs, New England Art Institute, Johnson & Wales, Rutgers University, Roger Williams University

2026 Presenter, AIGA Practical Institute for Creative Studies

2025 Presenter, AIGA National Conference

2024 Juror, PRINT Magazine, IX/UX, Motion Graphics & Video, Data Viz/IxD categories

2019 Juror, Adobe Creative Live Jam

2010 Presenter, Connecticut Art Director's Club, ReBrand Case Studies, New Haven, CT

2010 Presenter, UConn Storrs, New Haven, CT

2009 Panelist, RISD/Careers/Build

2009 Juror, Rhode Island State Council on the Arts, Design Innovation Grant

2009 Presenter, AIGA, Make/Think National Design Conference, Memphis TN (invited)

2009 Panelist, RI Economic Development Corporation, "Consulting in the Downturn"

2009 Panelist, Brown University Forum for Enterprise talk, "Unique Paths to Success"

2009 Juror, Connecticut Art Director's Club 34th Annual Awards Show

2008 Juror, AIGA Charlotte's Boom! Regional Design Show

LECTURES, TALKS, WORKSHOPS, AND PODCASTS

2026 The Job Market Sh*t Show, *forthcoming*

2025 Cheers & Tiers, Episode 2 podcast interview

2024 The Pixelated Path, podcast interview

2024 South Dakota Advertising Federation, Sioux Falls, SD, talk

2021 Fifteen Seconds, Graz, Austria, lecture

2020 IBM Digital Growth & Commerce, workshop & talk

2020 FH Joanneum, Graz, Austria, lecture

2020 Omnichannel X, Amsterdam, Netherlands, lecture

2019 General Assembly, Seattle, WA, workshop

2019 RGD Design Thinkers, October 2019, Toronto, Canada, presentation

2019 Adobe World Interaction Design Day, interview

2019 Joint Futures, Helsinki, Finland, presentation & conference planning

2019 In/Visible Talks, San Francisco, CA, lecture and workshop

2019 South Dakota Advertising Federation, Sioux Falls, SD, presentation

2018 Global Innovation Forum, London, UK, talk

2018 Google Sprint Conference, San Francisco, CA, workshop

2018 Otis College of Art + Design, Los Angeles, CA, workshop

2018 Bucharest Tech Week, Bucharest, Romania, presentation

2018 HOW Design Live, Boston, MA, presentation

2018 Obsessed with Design, podcast interview

2017 Meet the Creatives, podcast interview

2017 Clarity Conference, San Francisco, CA, presentation

2017 Herberger Institute for Design, Phoenix, AZ, keynote presentation

2017 Hopscotch Design Festival, Raleigh, NC, presentation

JOSH SILVERMAN

page 4 of 4

PRESS AND AWARDS

2024 Don Norman Design Award for CCA MDes program in Humanity Centered Design
2019–03 “Design in Tech report 2019,” cited
2018–12 “Embracing open design in 2019,” UX Collective, contributor and reviewer
2017–12 “18 designers predict UI/UX trends for 2018,” Figma blog, contributor
2017–05 “How San Francisco is Redefining Design,” Print Magazine
2014 Featured in “Gays and the Tech Industry,” Forbes
2014 Featured in “The First-Ever Meet-Up of Gay Designpreneurs,” ReCode
2013 ReBrand 100 Merit Award – Trinity Pharma rebrand
2010 ReBrand 100 Merit Award – Providence the Creative Capital rebrand
2010 ReBrand 100 Notable Award – Highlander Charter School rebrand
2007 Print Magazine Regional Design Annual – Peter Roux identity
2007 ReBrand 100 Notable Award – Harvard Systems Biology PhD Program rebrand
2007 Featured in “Extreme Makeover,” The Wall Street Journal
2007 Featured in “A Clearinghouse for Design Talent,” Providence Business News
2006 Featured in “Going Up,” The Boston Globe
2006 ReBrand 100 Distinction Award – 360 NeuroMuscular Therapy rebrand
2005 ReBrand 100 Merit Award – Well Well Well, Inc. rebrand
2005 Profiled in Inspirability: 40 Top Designers Speak Out About What Inspires
2005 Bookbuilders of Boston Best in Category – Great Chefs Cooking for Great Friends
2004 Best of Business Card Design 6, Rockport Publishers – Schwadesign identity
2003 What Teams Can Do, Stora Enso – BU Center for International Health brochure
2001 Best of New England Show, AIGA Boston – Thompson Design Group rebrand
1994 Advertising Women of New York [AWNY]

EDUCATION

1994, Ithaca College Bachelor of Arts in Media Studies, English minor
2011, Yale School of Management, Business Perspectives for Creative Leaders