

JOSHUA MASIH

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Portfolio & Case Studies: joshuamasih.com

PROFESSIONAL SUMMARY

Multidisciplinary designer with over 12 years of experience across brand, digital, and learning design. I specialise in making complex information clear and engaging, from building design systems and eLearning modules to visualising technical concepts for non-technical audiences. I've delivered measurable results including a 40% increase in user sign-ups at Thrive Tribe, enterprise-scale learning programmes at KPMG, and visual identity projects for deep-tech, health, and global consumer brands.

CORE SKILLS

Design Tools: Figma, Framer, Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)

eLearning & L&D: Evolve, Articulate 360, Rise, Instructional Design, WCAG 2.1 Accessibility, Bid Docs

AI & Emerging Tech: Copilot Studio, Claude, ChatGPT, Gemini, Veo, Firefly, HTML/CSS

Core Competencies: Motion Design, User Research, Wireframing, Rapid Prototyping, 3D Visualisation

Design Systems: Atomic Design, UI Component Libraries, Design System Architecture

WORK EXPERIENCE

Learning Visual Designer | KPMG, London, UK, *March 2026 – Present*

- **Designed** accessible, engaging learning materials and digital content for firm-wide programmes, incorporating After Effects animations, podcasts, and authored eLearning modules using Evolve, Articulate 360 and Rise.
- **Implemented** brand and WCAG 2.1 accessibility standards across enterprise-scale learning touchpoints to ensure consistency and inclusivity.
- **Explored** AI-assisted learning workflows using Microsoft Copilot Studio in a regulated Big 4 environment.
- **Collaborated** with L&D stakeholders and subject matter experts to deliver on-brand, high-impact digital content at scale.

Visual Designer | Pentland Brands, London, UK, *November 2025 – March 2026*

- **Delivered** high-volume creative campaigns for global brands (Speedo, Ellesse, Berghaus) across digital and physical channels.
- **Utilised** Figma design systems to maintain technical consistency and efficiency in fast-paced, multi-brand environments.
- **Contributed** to operational excellence by executing designs that aligned with brand guidelines and project timelines.

Content Designer | Hadean Supercomputing, London, UK, *May 2025 – November 2025*

- **Design System Architecture:** Established a scalable visual identity system for Hadean's AI-powered Sceptre platform, defining the UI library, typography, and asset standards for a complex deep-tech environment.
- **Technical Visualisation:** Designed high-fidelity 3D technical simulations (PopulAI, DominAI), translating intricate defence data into accessible visual narratives for non-technical stakeholders and investors.

Graphic Designer | Thrive Tribe, London, UK, *April 2022 – April 2025*

- **Led** digital transformation initiatives for NHS and MAN v FAT services, delivering data-informed design updates that increased user sign-ups by 40% and engagement by 25%.
- **Acted** as Acting Design Lead in agile sprints, partnering with the Head of Product to rapidly prototype user-centric solutions in Figma.
- **Developed** instructional and learning materials, including bid documentation and accessible health resources (e.g., Gloji pregnancy guides), ensuring WCAG compliance across physical and digital formats.

Visual Designer & Digital Editor | Dexters, London, UK, *April 2018 – March 2022*

- **Introduced** 3D virtual staging and digital floor plan systems, significantly enhancing customer experience and online engagement metrics.
 - **Optimised** creative workflows to handle 500+ assets weekly while mentoring three junior designers, fostering consistent brand storytelling and team capability.
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EDUCATION & CERTIFICATIONS

- **BSc Computer Games Development**

University of Westminster, London, 2014 – 2017

First-Class Honours

- **Google UX Design Professional Certificate**

Coursera, February 2026 – Present

In Progress