

CONTACT

Joshua Lenz
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Ireland
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ABOUT

I design products and build the systems behind them. Lately that mostly means AI: putting it into the tools a jewellery business runs on, where it flags and a person decides. Six years at Conversion.com before that, an experimentation agency, running the design team. 400+ of the live A/B tests were mine, every one settled by user behaviour rather than opinion.

LINKS

joshlenzlipitch.com
[LinkedIn](#)

EXPERIENCE

TITLE

Enibas

Jan 2025 – Present

Systems Designer

Craft-jewellery retailer

Collapsed three disconnected systems into one automated spine: Shopify, Katana, Make.com, Airtable, Chrome extensions. Orders now flow from sale to workshop hands-free, and the AI layer surfaces exceptions rather than acting on them. Run day to day by a non-technical team.

Linguease

2025 – Present · side project

Founder / Designer

Language-learning iOS app, designed and built solo with Claude Code and Swift. Product, UX, brand and code, shipped to the App Store in April 2026.

Conversion.com

Mar 2017 – Dec 2023

Head of Design (2019–23)
Lead UI/UX Designer (2018–19)
UX Designer (2017–18)

Head of Design

Experimentation agency

Led a four-person team delivering ~140 experiments a year across 19+ brands, and rebuilt the agency's design process into a repeatable system the team worked to. I designed 400+ myself, for Meta, Canon, Tommy Hilfiger, Toyota, Just Eat, KFC, Vodafone and The Times, all validated on live traffic rather than opinion.

Glance Creative

Jul 2016 – Mar 2017

UX/UI Designer

London creative agency

Led design end to end on multiple iOS and Android apps, and presented the work to clients.

Earlier career

2014 – 2017

UX design at Mountview Consulting; graphic design & eCommerce at Enibas.

EDUCATION

SKILLSET

De Montfort University
BA (Hons) Business Management,
2015

Craft: UI, UX, experimentation, IA, design systems, Figma

Build: Claude Code, Make.com, Airtable

Lead: team leadership, design strategy, stakeholder management

JOSHUA LENZ