

Josh Rothman

Director of UX & Product Strategy

CXO · VP of Product · Director of UX

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SUMMARY

Design and product leader with 25+ years designing digital products and 20+ years building the teams that ship them. Strongest at running projects, mentoring designers, and working directly with clients. Led 100+ projects across consulting, product companies, and a consultancy I co-founded. I design workflows and experiences, not screens, and that's what I teach my team. I've put AI to work across UX, from research through release. Using Claude Code, I designed and built a full app in three weeks as a side project. I can help a company use AI in client solutions and in how the team works.

EXPERIENCE

Director, Strategy & Design

Jan 2025 – Aug 2026

InfoWorks, Inc. · Nashville, TN

- Led the Strategy & Design practice, bringing research and product strategy into client work before development started.
- Worked with clients to define the problem, then turned that into product strategy, experience design, and delivery plans.
- Led research, journey mapping, prototyping, and design for digital products.
- Worked with consulting teams, technologists, and client stakeholders to keep projects aligned.

Founding Partner

Nov 2022 – Present

OtherLeft Ventures, LLC · Nashville, TN

- Co-founded a venture studio creating new B2B software businesses with healthcare innovators.

Chief Experience Officer | Co-Founder

Nov 2019 – Dec 2024

OtherLeft · Nashville, TN

Strategic design consultancy acquired by Blattner Technologies. Specialized in the strategy and design phase: turning two-page requirement lists into a full digital blueprint, then partnering with development shops to get it built.

- Led every client project (~50) from problem framing through design.
- Hired, taught, and mentored the design team.
- Built product blueprints that included research, personas, journeys, flows, prototypes, visual design, backlogs, and roadmaps.
- Turned assumptions into facts through stakeholder and user research before choosing a solution.
- Managed the build with development partners after the blueprint was set.
- Owned client relationships, business development, and account work.

Vice President, Product

Jun 2018 – Oct 2019

Episode Solutions · Nashville, TN

Healthcare company that managed bundled payments for surgeons through the BPCI program.

- Owned product strategy, design, and development for a patient mobile app and a nurse-navigator web app.
- Came up with the strategy and design for each feature and managed the development team through build and deployment.
- The mobile app let patients communicate with nurse navigators; the web app let navigators assess patients, track progress, and keep them on track through the bundle.
- Added real-time alerts and GPS-based notifications for ER visits so the team could intervene sooner.
- Ran an agile team of product, architecture, development, and QA.
- Managed technical support and monthly operational reporting.

Director of UX / Design Principal

Nov 2014 – Apr 2018

PointClear Solutions · Brentwood, TN

PointClear had UX teams in New York and Atlanta. The Nashville office was developers only. Hired to build a UX team there.

- Built the Nashville UX team from scratch and managed 3 UX/UI designers.
- Led every client engagement — ~50 design-and-build projects, from local startups to billion-dollar companies.

- Owned design strategy, product strategy, and customer engagement.
- Designed products for operating rooms, clinics, classrooms, and care management.
- Worked with sales and stayed with each project through delivery.
- Member of the leadership team.

Senior Manager, User Experience

Jan 2014 – Nov 2014

MEDHOST (formerly HMS) · Franklin, TN

- Combined designers, UI engineers, and clinical product owners into one UX team. Managed 19 people.
- Led design for the next generation of Order Management (CPOE) from inception to launch.
- Led quarterly Physician Advisory Board meetings and worked with the Chief Medical Officer on prioritization.
- Member of the senior leadership team.
- Led show-and-tells, customer engagements, and beta installs.

UX Manager

Jan 2012 – Jan 2014

MEDHOST · Franklin, TN

- Recruited and built the company's first UX team: interactive designers, visual designers, UI engineers, and researchers.
- Led design on the next-generation physician documentation tool that generated eight-figure sales within nine months of launch.
- Trained physicians, nurses, administrators, and super users on new products.

UX Lead

Apr 2010 – Jan 2012

MEDHOST · Franklin, TN

- Created design standards for a new generation of clinical applications.
- Designed and built a fully functional EHR prototype as a proof of concept for leadership, stakeholders, and clients.
- Helped move the project from waterfall to agile.

Client/Server Manager

May 1998 – Apr 2010

MEDHOST · Franklin, TN

- Designed GUI screens for AS/400 applications and managed developers building Visual Basic and Java products, including transcription, executive information systems, CIS, and home health.

SKILLS

Leadership: Team building · Mentoring · Client relationships · Project delivery · Business development · Executive leadership · Company strategy and planning

Product & UX: Product strategy · Design thinking · Workflow design · User research · Journey mapping · Prototyping · Design systems · Usability testing · Agile

AI & tools: Claude Code · ChatGPT · Grok · Figma · Miro · Jira

EDUCATION

Bachelor of Science, Management Information Systems

Tennessee Tech University