JOSH LOK

DIGITAL PRODUCT DESIGNER · GOLD COAST, AUSTRALIA

Twelve years in design, the last nine as the sole designer at Kapiche, working alongside product managers, customer success, sales, marketing, and software development teams. I'm a curious, dedicated person who enjoys solving problems.

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EXPERIENCE

Digital Product Designer, Kapiche

Oct 2017 – Sep 2026

Sole designer on a B2B SaaS platform that analyses customer conversations for CX, support and product teams.

- Designed dashboards through research, release and post-release, refining them from customer feedback, including custom filtering, analytical comparison modes and streamlined sharing.
- Shipped the custom smart reports feature, from concept and prototyping through to release. It was adopted by three quarters of the customer base and opened up broader customer prospects.
- Designed the product interface for Carson, Kapiche's self-serve analytics tool for non-technical teams. Used agentic design for the AI chat interface, rapid HTML prototyping, agent-powered PRDs and an AI-focused architecture, condensing months of whole-team work into weeks.
- Built and maintained Cambium, Kapiche's design system of tokens and components, for nine years, then fixed the drift between Figma, Claude Design and the repo while extending it into Carson.
- Ran customer surveys and interviews, from designing the questions to analysing the results.

UI/UX Designer, iRecruit

Jul 2015 – Feb 2017

First hire and lead designer at a tech startup, working on the core product and website. Worked closely with the whole company across product design, business, hiring and strategic decisions.

UI Designer, Dischan Media

Apr 2014 – Dec 2014

Designed the e-commerce website, blog and backers area for a games studio, along with its in-game UI.

Freelance UI/UX Designer, Always Winters

Oct 2013 – Jul 2015

Freelanced and contracted for small and large clients and agencies, on-site and remotely. Worked across interface, web design, brand identity, print, and marketing collateral.

CORE SKILLS

- UI/UX design
- Data visualisation and dashboards
- Design systems
- AI assisted design workflows
- Designing for AI features
- Product strategy and research

TOOLS

- Figma
- Adobe CC
- Claude Code and Design

EDUCATION

BA Visual Communication Design

Digital Design major, University of Newcastle

2009 – 2012