

JOSHUA SIDELSKY Design Engineer | Cross-Functional Builder

jlsidelsky.com | jlsidelsky@gmail.com | (929) 782-9245

Design engineer working in **fast-moving startup environments** where **ambiguous product problems** need to become clear interfaces, reusable systems, and shipped software with **speed and clarity**. I bridge product, design, and engineering through AI-native workflows, rapid prototyping, and scalable frontend systems.

WORK EXPERIENCE

Granted Health (AI-native B2C healthtech startup) January 2026 – Present
Founding Design Engineer, Growth New York

- Designing and building the core consumer app experience for an AI-native healthtech startup helping users resolve medical bills and navigate insurance, contributing to a **6.8x increase in weekly user savings**, and **activation growth from 9% to 46%**
- Architected the **structured UI layer between AI chat and human advocate workflows**, translating open-ended healthcare conversations into document intake, consent, insurance, payment, eligibility, and advocate-ready case data
- Scaled a shared **Tamagui design system** across web, mobile web, and native mobile, turning reusable components and patterns into **frontend leverage** for both engineers and coding agents
- Helped increase **engineering and design velocity** by developing AI-native product workflows using worktree-based parallel development, drive-by agents, AI-assisted design iteration, automated testing, and review loops

Fresco (Bootstrapped AI-Native Mobile Startup) October 2025 – January 2026
Founding Design Engineer New York

- Built an **AI museum companion app** for recognizing artworks, logging visits, building personal collections, and social discovery
- Engineered a **real-time artwork recognition pipeline** using Google Vision and CLIP embeddings to match imperfect user photos against canonical artwork data
- Architected the product across a TypeScript monorepo with Expo, Next.js, Postgres, Supabase, and shared Zod schemas for the mobile app, web app, and backend systems

Donut (SaaS employee engagement platform) May 2025 – September 2025
Design Engineer New York

- Built and shipped an **AI-integrated** Journeys builder, enabling users to generate and refine automated onboarding and employee training workflows; owned UX, product demos, feedback loops, and frontend implementation
- Overhauled Donut's design system with reusable **Vue** components, **Storybook documentation**, and Figma libraries to improve **accessibility, consistency, and engineering handoff**

Seer.ai (SaaS spatiotemporal AI/ML analytics and geospatial data integration) Summer 2024
Design Engineer New York

- **Boosted web traffic 10-fold** by designing and developing a new marketing site from scratch with Figma, **React, and TypeScript**
- Crafted a scalable **design system** adopted across product and branding, **increasing social media impressions by 831% MoM**

CyVers (crypto cybersecurity) Summer 2023
Design Engineer Remote

- Built a mobile app integrating CyVers' real-time threat detection engine, and visualizing on-chain data in **React Native and TS**

Gimage (Fitness-focused social media startup) Summer 2024
Design Engineer Remote

- Designed the UI and marketing site for a fitness-tracking mobile app; crafted a bold, **type-driven brand identity** across platforms

MegaEvolution (Web3 Influencer marketing platform) October 2022 – May 2023
Product Designer St. Louis, MO

- Designed **mobile-first interfaces** and managed **developer coordination** for a Web3 influencer marketing platform

PROJECTS

Spector, Chrome Extension 2025
- Built Spector, a chrome extension enabling designers to view and edit css styles in browser through a Figma-like GUI

Achord, Mobile App 2023
- Developed an app for music tutors and students to connect and manage their lessons using Swift (SwiftUI), Xcode and Firebase

STACK

React, React Native, Figma, TypeScript, SwiftUI, Vue, Node.js, Next.js, Claude Code, Codex, Storybook, Postgres, Gel, GraphQL

EDUCATION

Washington University in St. Louis, McKelvey School of Engineering, Sam Fox School of Design & Visual Arts
B.S. Dual Major in Computer Science and Communication Design, Minor in Human-Computer Interaction; **GPA: 3.85**