

Joshua Cash

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SKILLS & TOOLS

- **Core Competencies:** Human Factors Engineering (HFE), Experimental Design, Mixed-Methods Research, Cognitive Engineering, Formative & Evaluative Testing, Inclusive Design
- **Research & Analysis:** Quantitative & Qualitative Analysis, Data Collection Customization, Actionable Insights Synthesis, Usability Evaluation, A/B Testing
- **Software:** Figma, Adobe Creative Cloud, Python & R (Familiarity), Data Visualization Tools, Miro, Jira
- **Development:** AI-Assisted Research Workflows, Generative AI for Data Manipulation, Hardware/Sensor Tracking

WORK EXPERIENCE

St. Edward's University | Austin, Texas

UX Design Intern (Interactive University Map Project) | Fall 2025 – Present

- Direct a team of student assistants and faculty stakeholders to develop an interactive campus map, utilizing human-centered research to identify core navigational needs
- Own end-to-end UX evaluation, developing user study criteria and applying Lean UX methodologies to rapidly iterate based on continuous user feedback
- Leverage AI tools to support research workflows and accelerate the Minimum Viable Product (MVP) build, synthesizing usability insights to enhance campus accessibility.
- Conduct qualitative analyses of navigation behaviors, integrating the Google Maps API to solve complex information processing and orientation challenges.

Apple | Austin, Texas

Human Factors Career Experience/Internship | Jan 2025 – July 2025

- Collaborated cross-functionally with design, engineering, and product development groups to analyze anthropometric data, generating actionable insights for ergonomic design
- Conducting mixed-method user studies ranging from physical measurement collection to hands-on product and digital interface testing to guide future product iterations.
- Designed and implemented dedicated hand-only and body-only trackers, streamlining the workflow for tracking anthropometric data and updating process documentation and 3D scans.
- Exercised independent judgment in developing experimental designs and study methodologies for a watch band study, creating thorough protocols scaling to external participants.

EDUCATION & Certifications

St. Edward's University

Bachelor of Arts in User Experience Design (UX/UI)

University at Buffalo, The State University of New York

Data Analysis and Visualization