



JOSH FLURE

PRODUCT & UX DESIGNER

01 / PROFILE

Product and UX designer with deep roots in payments software. Years implementing and supporting payment systems showed me exactly where merchants and customers get stuck. Now I design the way through: clear flows, every edge case accounted for, and systems that scale. Most recently, I led the initial design concept for a first-of-its-kind cashless casino product.

02 / EXPERIENCE

TRUSTLY

09/2022 - 09/2026

Senior Experience Manager · Product & UX design

- Led the initial design concept for Cashless Casino, a mobile web flow that funds slot machine/table games straight from a player's bank, then worked with internal teams to develop it further around company strategy and goals. (Launches Q4 2026).
- Mapped the full flow, happy path and unhappy paths.
- Championed returning-player security (Face ID / Touch ID or PIN) when it wasn't a priority; it's now a core part of the product.
- Extended the company's design system with new web components that can be customized to each casino operator's branding.
- Designed custom integration experiences that brought Trustly into each merchant's own payment lineup, and owned the UX of each merchant integration from start to finish.
- Brought a design background and technical imagination to the end-user experience, and built team processes that raise the quality of deliverables.

FIS / WORLDPAY

09/2015 - 09/2022

Implementation & Merchant Activation

- Guided merchants, software dealers, and developers through payment software and hardware implementations, from setup to first transaction. Managed implementation projects end to end while often exceeding company activation goals.

TOUCHSUITE

01/2015 - 09/2015

Technical Solutions & Implementation

- Worked remotely alongside developers and merchants to implement and configure the TouchSuite payment software suite, and tested new releases for quality before launch.

PENSMORE SOFTWARE

06/2014 - 01/2015

Head of Support & UI Design

- Designed UX and product concepts, from user flows to interfaces, for upcoming software releases, informed by direct merchant feedback from leading the support team.

03 / DISCIPLINES

PRODUCT & UX

Interfaces and workflows for people who use them every day.

BRAND & IDENTITY

Logos and visual systems that look as trustworthy as the product.

PRINT & MARKETING

Layouts with a typographer's eye that read clearly.

04 / SKILLS

USER JOURNEYS

USER FLOWS

WIREFRAMES

UI DESIGN

DESIGN SYSTEMS

PROTOTYPING

USABILITY TESTING

EDGE CASES

LOGO DESIGN

VISUAL IDENTITY

TYPOGRAPHY

LAYOUT

SCRUM

TECHNICAL WRITING

AGILE

05 / TOOLS

FIGMA

FIGJAM

PHOTOSHOP

ILLUSTRATOR

INDESIGN

CLAUDE

JIRA

CONFLUENCE

SALESFORCE

06 / EDUCATION

New Mexico State University

Digital Graphics Technology & Creative Media · 2003 – 2007

Certified ScrumMaster (CSM)

Scrum Alliance · 2021

07 / PORTFOLIO

JOSHFLURE.COM

