# Josh Rosenfeld

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## Summary

Experienced entrepreneur, product leader, and technologist with more than 30 years of designing and developing award-winning experiences and applications for world-class clients from Apple to Zillow. I combine deep UX, product design, and programming expertise with a passion for conversational AI. Founder of AlwaysHere—a voice companion for families—and Rosenfeld Marketing. Launched over twenty mobile apps, trained over 1,400 students through The Chatbot Challenge, and am building inclusive AI solutions for neurodivergent and memory-care communities.

## Core Skills

Conversational AI & Chatbot Development • Prompt Engineering & NLP • UX Design & Research • Product Management • Software Development & Architecture • Creative Direction & Storytelling • Team Leadership & Entrepreneurship • Marketing Strategy & Growth • Community Management & Training • Machine Learning & AI Ethics

## Experience

### Founder & CEO – AlwaysHere

Jul 2025 – Present | Highland Park, IL

* Created an AI voice companion platform that allows families to comfort loved ones through personalized voice messages, focusing on dementia and neurodivergent care.
* Lead product strategy, design, and development; assemble and manage cross-disciplinary remote teams; and oversee fundraising and partnership outreach.
* Design conversational flows and train large language models with safe, inclusive prompts to ensure reliability and privacy.

### Founder & Instructor – The Chatbot Challenge

2023 – Present | Remote

* Designed and teach an online program that has empowered 1,400+ students to build conversational AI bots using off-the-shelf technology with custom automations.
* Develop curricula covering prompt engineering, NLP fundamentals, conversation design, and deployment best practices across voice, text, chat, and social media.
* Cultivate an engaged community of Chatbot Challenge and Chatmasters members through mentorship, webinars and Slack channels.

### Founder & CEO – Rosenfeld Marketing

2018 – Present | Chicago, IL

* Consult with SMBs and entrepreneurs to implement AI-powered chat and voice assistants, CRM automations, and lead-generation systems.
* Design user experiences and digital products that increase engagement, conversion and operational efficiency for local service businesses.
* Manage a small team of developers and designers; provide hands-on coding and prototyping to deliver custom solutions.

### Creative Director – ShowingTime (Zillow Group)

2018 – 2021 | Chicago, IL

* Led UX/UI redesigns for real estate scheduling and analytics products serving millions of agents and home sellers.
* Collaborated with product, engineering and sales teams to define product roadmaps and launch mobile apps on iOS/Android.
* Implemented design systems that reduced development time and ensured consistent brand experiences.

### Senior UX Designer – Photon Infotech (Darden, Walgreens, Humana)

2015 – 2018 | Chicago, IL

* Conceived and delivered enterprise UX solutions for global clients in retail and healthcare sectors including Darden Restaurants, Walgreens and Humana.
* Conducted user research, wireframing, prototyping and usability testing to drive design decisions.
* Led small teams to deliver digital transformation solutions.

### Senior User Experience Designer – Sabre Corporation

2013 – 2015 | Southlake, TX

* Enhanced travel booking tools used by airlines and agencies, focusing on usability, speed and accessibility.
* Worked closely with developers to ensure pixel-perfect implementation and responsive design.

### UX Consultant – Yum! Brands (Taco Bell, KFC, Pizza Hut)

2012 – 2013 | Louisville, KY

* Designed ordering kiosks and mobile experiences improving speed of service across restaurant brands.
* Provided user research and prototyping to inform digital transformation initiatives.

### Co-Founder – Sneaky Media

1993 – 2011 | Chicago, IL

* Led creative and technical direction delivering campaigns for clients including Apple, Bacardi, Kraft and Leo Burnett.
* Developed multimedia and CD-ROM experiences and provided consulting and training.

### Earlier Roles

1993 – 2011 | Various locations

* Built interactive media and digital products for clients such as Apple, Motorola, Kraft, Playboy and Leo Burnett.
* Developed and launched more than twenty apps on Apple’s App Store, spanning entertainment, productivity and social communication.
* Oversaw teams of designers and developers, pioneering interface designs that influenced modern UX patterns.

## Education

### B.S. Telecommunications – Michigan State University

1993 | East Lansing, MI

## Volunteer Experience

### AI Support Volunteer – Collaborative Community Housing Initiative (CCHI)

Jun 2025 – Present | Chicago, IL / Remote

* Teach neurodivergent adults and staff how to use conversational AI and automation for independent living.
* Build chatbots and voice assistants that support day-to-day tasks while maintaining privacy and safety.