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## Summary

Nine years of professional experience in creating digital products and customer centric applications. Design skills include collaborating with stakeholders to define valuable product features, translate business requirements into interactive prototypes, perform qualitative/quantitative customer research practices and report user insights. Additional experience includes illustrating customer journey maps, designing user personas, mapping information architecture, storyboarding user scenarios, constructing visual wireframes, and rapid prototyping applications for user testing needs. My top priority is to deliver intuitive mobile and web products that customers love.

## Experience

### **The Stratmor Group - Greenwood Village, CO (Remote work)**

June 2016 to Current Date

Product Designer

Stratmor Group is a data-driven mortgage advisory firm that works with lenders of all shapes and sizes to help them make smart strategic decisions, solve complex challenges, streamline operations, improve profitability and accelerate growth. The consulting practice is focused exclusively on the mortgage industry. This focus has enabled our company to develop a depth of industry knowledge, experience and substantive relationships with our clients. As a designer coming into the product team my responsibilities are to communicate, research, provide design leadership and gain a deeper understanding of mortgage customers that utilize SaaS based enterprise applications. Providing user experience insights and crafting design solutions is expected from my role.

Over the past two years I continue to provide design support for five different mortgage companies. My role is to lead in the design efforts during our client engagement and help bring teams closer together through a lean design process. Various duties expected from my position include conducting brainstorming sessions to identify new features or improvements for a system, perform customer research exercises and report insights back to the organization, produce prototypes for user testing purposes and deliver solutions that increase product engagement for our client's customers.

## **Velocify - El Segundo, CA**

August 2015 to February 2016

Senior UX Designer

Velocify is a cloud computing company providing lead management software across the sales industry. Improving sales conversions and creating intelligent business tools are the goals for the company. As a user experience designer working with the product design team my responsibilities were to conduct user research practices with sales representatives, analyze customer feedback through user testing methods, design and prototype solutions while working closely with the product managers.

Throughout the entire lean design process I collaborated with the product design team in creating our Leaderboard gamification product and helping to improve our legacy system. Our team accomplishments helped in the planning, research work, designing responsive wireframes and producing interactive prototypes for the development team.

## **Tickets.com**

Costa Mesa, CA

May 2009 to August 2015

Senior UX Designer

Senior user experience designer for the product design team at Tickets.com. My responsibilities were in user research and usability testing, creating personas, mapping user workflows, designing wireframes, producing interactive prototypes, and writing HTML5/CSS/JS files for our ProVenue Online ticketing service.

While at the company I designed a new shopping cart checkout experience for Major League Baseball's ProVenue ticketing service. Other responsibilities included identifying touch point issues in the purchasing process flow for our ticketing system, A/B user testing design layouts for improving the user experience of buying event tickets online. Created several up-sell components for merchandise purchasing opportunities, produced ticket exchange services for season baseball customers. Played a key role in the new Tickets.com refresh website which included wireframe and sitemap renderings, writing HTML code and styling CSS themed files. Helped design the new MyTickets Mobile application for Major League Baseball. Surveyed baseball fans and reported customer feedback to our product team. Participated and observed in ethnographic studies at both the Los Angeles Dodgers and San Francisco Giants stadiums during live baseball games. Conducted and recorded usability test of customers using the MyTickets account service for managing season tickets.

## **Skills**

Product Design Tools: InVision, Hype Pro, Sketch, React Studio, Axure RP, Omnigraffle, Adobe Photoshop CC, Adobe Illustrator CC, Principle, Dropbox Paper, Abstract (Sketch version control)

User Testing and Research Tools: Zurb Notable, ScreenFlow (Recording), Hotjar, Survey Monkey, Lookback, Zoom (video conferencing)

Web and Mobile Development: Brackets, Adobe Dreamweaver CC, Responsive/Adaptive Design, HTML5, CSS3, jQuery, BootStrap, Zeplin

Project Management Tools: Trello, Atlassian, Dropbox Paper

## **Education**

CSUF Certificate Program in User Experience Design and Usability Testing Completed

**December 2013 Relevant Courses:** Analysis & Planning For User Centered Design, User Centered Design Principles & Methods, Prototyping User Centered Design Solutions, Concepts & Practices in Usability Testing.

## **CSUF - BS in Information Systems**

1999 to 2002