

# JUSTIN MARINE

## SENIOR PRODUCT DESIGNER



“Whether it's life or the web, my goal is to give people a great user experience.”

### EXPERIENCE

#### **Evernote**, Redwood City, CA — Sr. Product Designer

DECEMBER 2019 - PRESENT

Focused on activation, habit, and monetization.

- **Activation**, to create a seamless and personalized onboarding experience so new customers see the value of Evernote in a meaningful way.
- **Habit**, to build on what we know about the customer, and find ways to keep them engaged.
- **Monetization**, to upgrade new and existing customers through paywalls and other triggers to provide more features to help them achieve their goals.

Simply put, my goal is to help others achieve their goals on our platform through research and customer-focused solutions.

#### **Upwork**, San Francisco, CA — Sr. Product Designer

AUGUST 2018 - NOVEMBER 2020

- Lead UX strategy with PM, Dev, and cross-functional stakeholders to create empathetic, deeply researched experiences that focus on growing our marketplace, and providing our users with a seamless experience across our platform.
- As the only designer on the Talent Lifecycle team, I was responsible for the end-to-end experience in the freelancer's journey, so communication and collaboration were paramount in building out high-quality products, launching experiments and evaluating how they perform.

### CONTACT

[justinmarine.com](http://justinmarine.com)

design@justinmarine.com

(415) 846-8397

### SKILLS

#### **Tools**

Figma, Sketch, Adobe Creative Suite, Invision, Miro, Zeplin, Slack, Tableau

#### **Communication & Collaboration**

Organize workshops, Facilitate design critiques, Include stakeholders early and often, Support peers

### EDUCATION

#### **The Art Institute**, SF

BS in Graphic Design

2001 - 2004

### REFERENCE

#### **Ann-Bettina Colace**

Design Manager - Upwork  
(818) 399-4611

## **Glassdoor, San Francisco, CA — UX Designer**

JUNE 2016 - AUGUST 2018

- Working exclusively on the Jobs team, I create intuitive products that help our users find and apply for jobs.
- Collaborate with other teams and stakeholders to ensure consistency and alignment throughout the site, and meet the standards of our design system.

## **Hotwire, San Francisco, CA — UX Designer (contractor)**

DECEMBER 2015 - JUNE 2016

- Work with Stakeholders, Product Managers, Researchers and Content Strategists, to create the best user experience products for our enterprise partners.
- Frequent review sessions with the entire UX team to communicate progress and ensure cohesiveness throughout the brand.

## **Google, Mountain View, CA — Visual Designer (contractor)**

APRIL 2015 - DECEMBER 2015

- Worked closely with Project Managers in 'Quality Ads UX' to find innovative ways to help small businesses grow within the Google platform.
- Worked with Researchers to do ethnographic and field testing of our users, to see how they work so Google can help solve problems specific to their needs.

### **OTHER CONTRACT ROLES**

#### **Electronic Arts - Visual Designer**

AUGUST 2012 - FEBRUARY 2013

#### **Lucas Arts - Visual Designer**

March 2012 - JULY 2013

#### **Live Nation - Visual Designer**

NOVEMBER 2011 - FEBRUARY 2012

#### **Zynga - Visual Designer**

MARCH 2011 - NOVEMBER 2011