

JUSTIN MARINE

SENIOR PRODUCT DESIGNER



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

EXPERIENCE

Adobe, San Francisco, CA — Sr. Product Designer

SEPTEMBER 2023 - PRESENT

I design impactful data-driven experiences for [Adobe Express](#) to help content creators and teams grow and succeed, while increasing user acquisition, retention, and conversion.

What I focus on:

- Find value-driven opportunities to increase acquisition and retention, and work with stakeholders across the org to test and learn fast at scale
- Ideate tests to run with PMs and Developers to add to roadmap, balancing business and user goals
- Run qualitative user testing with researchers, and work with data analysts for quantitative data that help validate our hypothesis before testing

Evernote, Redwood City, CA — Sr. Product Designer

DECEMBER 2020 - MARCH 2023

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 while balancing the business goals of making money.

CONTACT

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(415) 846-8397

SKILLS

Tools

Figma, Sketch, Jira, Adobe Creative Cloud, Stark. Trello, Confluence, Miro, Zeplin, Slack, Tableau, Heap, Microsoft 365, Notion

Communication & Collaboration

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

EDUCATION

The Art Institute, SF

BS in Graphic Design

2001 - 2004

REFERENCE

Verna Swehla

Director of Design - Adobe

(408) 838-5308

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

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