

JUSTIN MARINE

LEAD PRODUCT DESIGNER



“Whether it's life or AI, I give people a great user experience.”

EXPERIENCE

Levanta — *Principal Product Designer*

FULLY REMOTE | OCT 2025 - PRESENT

Designer #2 on a B2B affiliate marketplace platform, connecting Sellers and Creators by creating a first-class platform experience.

- Design lead transitioning an engineering-led platform into a product-led, strategy-driven experience
- Partner closely with founders and leadership to influence roadmap, prioritization, and product vision
- Apply AI-driven personalization to streamline workflows for both Sellers and Creators
- Conduct direct user research with marketplace participants
- Establish design foundations and patterns to scale product quality as the team grows

Adobe — *Senior Product Designer, Growth*

SAN FRANCISCO, CA | SEPT 2023 - OCT 2025

Designed data-driven growth experiences for [Adobe Express](#), impacting acquisition, conversion, and long-term retention.

- Led end-to-end design strategy for growth initiatives, balancing business goals with user needs
- Influenced roadmap planning through evidence-based design recommendations
- Identified and shipped experiments that unlocked new acquisition and retention opportunities at scale
- Partnered with product, data, and engineering to define success metrics and evaluate impact
- Conducted qualitative research and usability testing; synthesized insights with quantitative data to inform decisions

CONTACT

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SKILLS

Tools

Figma · Claude Code · VS Code
• GitHub · Vercel · Adobe CC
Amplitude · Tableau · Jira · Linear
Notion · Miro · Confluence

Communication & Collaboration

Workshops · Design critiques ·
Cross-functional leadership ·
Stakeholder alignment ·
Mentorship

EDUCATION

The Art Institute, SF

BS in Graphic Design

2001 - 2004

REFERENCE

Georgia Benjamin

Design Manager - Adobe

(718) 501-5491

Evernote — *Senior Product Designer, Growth*

REDWOOD CITY, CA | DEC 2020 – MAR 2023

Focused on driving user activation, engagement, and monetization across mobile and web.

- Designed and launched onboarding and early-life experiences that reduced confusion and improved activation
- Introduced habit-forming product touchpoints to increase engagement and paid conversion
- Aligned experimentation strategy with business KPIs while advocating for scalable UX solutions
- Contributed to evolving the design system to improve speed, consistency, and accessibility

Upwork — *Senior Product Designer*

SAN FRANCISCO, CA | AUG 2018 – NOV 2020

- Led UX strategy as sole designer for the Talent Lifecycle, owning the end-to-end freelancer experience
- Partnered closely with PMs and engineers to launch experiments and evaluate performance
- Conducted deep user research to inform marketplace growth and platform cohesion

Glassdoor — *UX Designer*

SAN FRANCISCO, CA | JUN 2016 – AUG 2018

- Improved end-to-end job discovery across core job-seeker flows, using machine learning
- Mentored designers on how to manage our design system
- Collaborated cross-functionally to maintain consistency throughout all of the products on the platform

CONTRACT ROLES AS VISUAL DESIGNER

**Google • Hotwire • Electronic Arts • LucasArts
Live Nation • Zynga**

SAN FRANCISCO, CA | 2011 – 2015