

Justin DeBlois

Designer + UX Advocate

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Education

University of California, Irvine

B.A. in Studio Arts | Minor in Informatics
(Human Computer Interaction) 2012–2016

Skills

Expert Google Searcher
Design Systems + Libraries
Motion Graphics
Print Design
Web Design
Wireframing + Prototyping
2D/3D Animation + Video Editing

Tools

Adobe Creative Suite (PS, AI, ID, XD, AE)
Sketch + Invision + Figma + Flinto
Unbounce Page Builder
Hotjar
HTML5 + CSS3 + JS
Node + Express + Mongo
Bootstrap + Materialize + Tailwind
MS Office + Google Suite
VS Code
Jira + Asana

Experience

CRO Designer | KlientBoost

Costa Mesa, CA | Oct 2019–Present

Developed landing page-based marketing strategies that used conversion rate optimization best practices and managed client expectations. Tracked conversion rates, heatmap, and scroll data. Designed, built and maintained landing pages and subsequent variant pages.

Print + Digital + Motion Designer | Entrepreneur Media

Irvine, CA | Jan 2018–Oct 2019

Took ownership for an array of design projects ranging from full-page print ads for the *Entrepreneur* magazine to webpage layouts and motion graphics for marketing. Developed a design system to increase productivity and consistency amongst our design team.

Print + Digital Designer | Von Sands Creative

Aliso Viejo, CA | Jun 2014–Dec 2017

Interfaced with cosmetic brands to gather requirements for print packaging and Shopify storefront designs. Introduced Invision to our review workflow significantly improving client relationships.

Web-Dev Intern | Scripps Institute of Oceanography

La Jolla, CA | Summer of 2010

Assisted in the migration and grouping of information for the Scripps website to the Drupal CMS. Utilized HTML and CSS to fix minor display inconsistencies.

Projects

Lead Web Designer | Usable.tools by Internews

Washington, DC | Dec 2018 – Sept 2019

Reorganized and redesigned Usable.tools, a project aimed at connecting at-risk communities with digital security trainers and security tool developers.