

Justin DeBlois

Visual Designer & Frontend Developer | Irvine, CA 92614

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Projects

COVID-19 App Tracker
www.covid19apptracker.org

USABLE - Open Source Tools
www.usable.tools

Skills

UX Design
Frontend Development
Conversion Rate Optimization
A/B Testing
Wireframing & Prototyping
2D/3D Animation & Video Editing
Print Design
Design Systems & Libraries
Motion Graphics
Expert Google Searcher

Tools

Adobe Photoshop, Illustrator, InDesign,
XD, After Effects, & Premiere Pro
Adobe Creative Cloud Libraries
Sketch, InVision, & Figma
HTML, CSS, & JS (with some React.js)
Tailwind, Bootstrap, & Materialize
WordPress, Shopify, & Squarespace
Divi WordPress Page Builder
Unbounce Page Builder
Google Analytics
Google Tag Manager
Hotjar
Latex
Jira & Asana
Slack & Discord
GitHub
Hootsuite
Zapier

Summary

For the last six months, I've been the contracted lead designer and developer transitioning Hamilton Education over to an online format for SAT/ACT prep and tutoring for students who haven't been able to get an adequate online education. I am passionate and dedicated to:

- The pursuit of ethical design and development practices.
- Creating systems for design/development teams to work faster and more efficiently.
- Analyzing user data responsibly to inform both design and business decisions.

I'm looking to join a team that needs someone who has experience as a designer and a developer with a mindset of a marketer.

Experience

Designer & Frontend Developer | Hamilton Education

February 2020 - Present | San Diego, CA

- Designed and implemented the new Hamilton Education website with **WordPress** working with our lead marketer to create strategies that increased lead generation by 47% from the previous year
- Utilized custom **CSS** and **JS** to manipulate **WordPress** pages when the **Divi** page builder lacked functionality
- Converted curriculum and tests from older **InDesign** files to new collaborative **Latex** documents for more efficient editing and future revisions
- Ran **A/B tests** on landing pages via **Divi** page builder that corresponded to Google PPC campaigns optimizing for conversion rates aiming for 10% or higher
- Automated response emails and **Hootsuite** social posts by setting up triggers and actions in **Zapier** to increase productivity

UI Designer & Frontend Developer | COVID-19 Tracker App

March 2020 - Present | Remote

- Created **mockups** and additional **prototypes** in **Figma** to facilitate feedback from friends and coworkers about user flow and value of information
- Implemented the **frontend user interface** of the web application utilizing the **TailwindCSS** framework and **React.js** as the foundation for the project
- Tracked issues, bugs, and releases via **GitHub** integrated with **Asana** for team members who were unfamiliar with the GitHub platform

Conferences

DEFCON Crypto Village 2020

“Who needs spyware when you have COVID-19 Apps?”

Education

University of California, Irvine

B.A. in Studio Arts | Minor in Informatics
2012–2016

Studied design and photography in combination with Human-Computer Interaction classes to explore connections between design and human behavior.

Conversion Rate Optimization Designer | KlientBoost

October 2019 – February 2020 | Costa Mesa, CA

- Facilitated early meetings with clients to gather requirements and establish measurable goals for their campaigns
- Created all image assets, **mockups**, **prototypes**, and landing pages, via **Sketch** and **Figma**, while collaborating with the account manager for the tracking of conversions in **Google Analytics** and the **Unbounce** page builder
- Tracked all client accounts inside of **Asana** so both managers and clients can view the progress of any project
- Set up **A/B tests** for landing pages through **Unbounce** that either ran for two weeks or until a winner met statistical significance of at least 95%

Lead Web Designer | Usable.tools by Internews

December 2018 – September 2019 | Remote (Washington, DC)

- Collaborated with the product manager to determine the flow of their intended users and help users access valuable information as fast as possible
- Created **mockups**, **prototypes**, and other imagery needed for the developer to implement the new website with **Figma**

Visual & Motion Designer | Entrepreneur Magazine

January 2018 – October 2019 | Irvine, CA

- Created **mockups** and **prototypes** in **Adobe XD** for various site enhancement projects with the goal of increasing ad impressions
- Tracked all project progress via **Jira** collaborating with our project and product managers to keep projects on schedule
- Designed **full-page print ads** for physical and digital Entrepreneur magazine in **Adobe InDesign** and **Illustrator**
- Animated **motion graphics** and **edited videos** for our internal publications and social media teams in **Adobe After Effects** and **Premiere Pro**
- Produced a **mini-design system** for internal use resulting in greater efficiency, productivity, and overall brand consistency with **Adobe Creative Cloud Libraries** and **XD** shared assets

Graphic Designer | Von Sands Creative

June 2014 – December 2017 | Aliso Viejo, CA

- Collaborated with clients to gather requirements and goals of their brands as well as expectations for timelines and deliverables organized in **Asana**
- Built **Shopify**, **Squarespace**, and **WordPress** sites and customized **CSS** styles to meet client expectations for their cosmetic products and brands
- Edited and revised dielines for cosmetic componentry in **Adobe InDesign** and **Illustrator**
- Utilized client brand guidelines to create appropriate imagery for tradeshows and use online for display advertising and website banners with **Adobe Photoshop**, **Illustrator** and **InDesign**