

Justin DeBlois

CRO & UX Designer | San Diego, CA 92614

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Projects

COVID-19 App Tracker
www.covid19apptracker.org

USABLE - Open Source Tools
www.usable.tools

Skills

UX Design
Wireframing & Prototyping
Conversion Rate Optimization
Design Systems & Libraries
User Personas
A/B Testing
Frontend Development
Print Design
Motion Graphics
Expert Google Searcher

Tools

Adobe Photoshop, Illustrator, InDesign, XD, After Effects, & Premiere Pro
Sketch, InVision, & Figma
HTML, CSS, & JS
Swift UI
Tailwind, Bootstrap, & Materialize
WordPress, Shopify, & Squarespace
Unbounce Page Builder
Google Analytics
Google Tag Manager
Hotjar
Jira & Asana
Slack & Discord
GitHub
Zapier

Summary

I am a CRO and UX Designer at Power Digital Marketing, creating and implementing landing page strategies for PPC campaigns. In addition to landing pages, I design more reliable and structured web experiences for our clients in the digital product and tech space. 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 product-focused team that needs a team member who has experience both as a designer and a developer and the ability to solve problems outside of my expertise.

Experience

CRO & UX Designer | Power Digital Marketing

December 2020 - Present | Remote & San Diego, CA

- Collaborate with new and existing clients to create successful landing page and website strategies.
- Build **user personas**, **wireframes**, and design **prototypes** utilizing Atomic Design principles in **Adobe XD**.
- Manage landing page developers to build out more complex pages inside of **Unbounce**.
- Create and run **A/B tests** for **Unbounce** landing pages to increase conversion rates for PPC campaigns.
- Develop improved and more efficient processes and training material for the landing page service offering.

Designer & Frontend Developer | Hamilton Education

February 2020 - December | San Diego, CA

- Designed and implemented the new Hamilton Education website with **WordPress** working with the lead marketer to create strategies that increased lead generation by 87% from the previous year.
- Utilized **CSS** and **JS** to customize **WordPress** pages when the **Divi** page builder lacked functionality.
- Ran **A/B tests** on landing pages for PPC campaigns, optimizing for conversion rates of 10% or higher.
- Automated response emails and Hootsuite social posts by setting up triggers and actions in **Zapier** to increase productivity.

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

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

UI Designer & Frontend Developer | COVID-19 Tracker App

March 2020 - Present | Remote

- Created **wireframes** and **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**.
- Tracked issues, bugs, and releases via **GitHub** integrated with **Asana** for team members who were unfamiliar with the GitHub platform.

Conversion Rate Optimization Designer | KlientBoost

October 2019 - February 2020 | Costa Mesa, CA

- Facilitated meetings with clients to gather requirements and establish measurable goals for their campaigns.
- Created all image assets, **wireframes**, **prototypes**, and landing pages, via **Sketch** and **Figma**, while collaborating with the account manager for the tracking of conversions in **Google Analytics** and in **Unbounce**.
- Tracked all client accounts inside of **Asana** so both managers and clients could view the progress of any project.
- Set **A/B tests** for landing pages via **Unbounce**.

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 **wireframes** and **prototypes** in **Adobe XD** for various site enhancement projects with the goal of increasing ad impressions.
- 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 **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

- Designed and built **Shopify**, **Squarespace**, and **WordPress** sites and customized **CSS** styles to meet client expectations for their cosmetic products and brands.