

Justin A. Baker - justinportfolio.com

I'm a technical, evidence-based, and outcome-driven design leader with over 10 years of experience launching enterprise web, mobile, and internal platforms.

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Product Design Experience (10+ years)

Lead Product Designer @ Auction.com | Ten-X Inc

Apr 2017 – Current

- The nation's largest online real estate transaction platform
- Lead designer for all enterprise web, mobile, and internal products
- Implemented company-wide design system
- 2m+ userbase, 1000+ employee company, acquired by THL Sep 2017 \$1.5B

Lead Product Designer @ LaunchDarkly Co.

Jul 2015 – Apr 2017

- The leading feature management platform used by teams at Intuit, Microsoft, GoPro, and more
- Led design and growth from MVP to Series A
- NPS of 40+, \$0 to \$XXm revenue in two years

Lead UI/UX Designer @ CellBreaker Inc. (Veeto)

Sep 2014 – Jul 2015

- A cellphone carrier switching platform that automated the contract switching process
- Led design on consumer web app and admin system
- Funded by 500 Startups, Mountain View, Batch 13

Product Design Manager @ Isometry Labs LLC

Aug 2012 – Sep 2014

- Manage product development and design for GoMocha and Crewcade
- Lead team of 4 engineers and 2 UX designers
- GoMocha successful acquisition as Synchronyze geospatial software
- Consulting partnership with COH & Associates for US 101 \$50m infrastructure project

IT Design Tech @ City of Thousand Oaks

Sep 2009 – Aug 2012

- Winner of Best of California IT Design Award 2012
- Lead design for consumer and business marketing projects
- Lead design on \$50m SR 23 / US 101 expansion web presence

Research Information Architect III @ UC Davis

Mar 2008 – Jun 2009

- Develop information taxonomies for History Dept

Trial Support Designer, SPW II @ LA County District Attorney's Office

Jun 2005 – Sep 2008

- Develop evidentiary exhibits and presentations for over 100 felony trials
- Developed juror personas and designed for persuasion

Education

Master of Science, Information Design & Strategy

Northwestern University, 2016

MPA, Management & PR Design

University of Southern California, 2011

Grad Certificate in Advanced UX

New York University, 2014

Bachelor's in Political Science

University of California, Davis, 2009

Certificate in UX Design

Interaction Design Foundation, 2014

Industry Influence

President & Meetup Host

CA Association of Product Designers, 2014+

Top Tech & Design Writer, 40+ publications

Hackernoon, Muz.li Design, UXDesign.cc (On Medium), 2015+

MVB Contributor, 30+ publications

DZone, 2014+

UX Design Mentor

DesignLab, 2015+

Skills

Team Building and Hiring

Mentored by Debbie Kawamoto and Nathan Rahn
Methods: Hiring Strategy, OKRs, Team Mentorship

Design System Building

Web & mobile design system management
Tools: Zeplin, Invision, Storybook

Development

HTML5, CSS3, JS, JQuery
Tools: C9 IDE, Sublime

User Research

Discovery, Quant/Qual Research, Storyboards,
Journey Maps, Persona/Stakeholder Maps
Tools: Smaply, Invision, Ethnio

Co-Creator & Contributor

RealtimeAPI.io, 2017+

Creator & Contributor

Featureflags.io, 2015 - 2017

DevOps/Design Influencer, 200k+ Views

Quora, 2014+

System Design & Data Visualization

Data Architecture, Info Architecture, Microservices
Structure, Reactive Applications
Tools: Draw.io, Adobe Suite, Sketch

UX Design

Wireframes, Interactive Prototypes,
Microinteractions, Engineering Specs
Tools: Sketch, Figma, UXPin, Proto.io

Testing

User Testing, Quant/Qual Feedback
Tools: Fullstory, Panel Sessions, Usabilla

Product Marketing

Technical/Explanatory Content, Viral Content
Marketing, SEO, Infographics
Tools: GA, Mixpanel, Medium, DZone