Justin Pocta

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Homeward SR. PRODUCT DESIGNER

2022—2023

As sole designer, I worked across two teams to provide design iterations, UX audits, research and analysis, and interactive prototypes to support product and engineering colleagues and improve both customer and agent experiences on the platform. I collaborated with teammates daily to roll out enhancements and develop digital solutions for new financial products to help the business evolve with the shifting market. I created analytics trackers for observing users problems as well as confirming success or issues from product changes.

UX/UI Design
UX Research
Prototyping
Figma

OpenGov SR. PRODUCT DESIGNER

2021—2022

As member of the Budget & Planning app team, I worked with a second designer and the product team to define plans, develop strategies, and execute product features and refinements which aligned with customer needs as well as connecting with engineering team to understand challenges with the code and determine steps for making product development more efficient and reusable. Similar to my role at Smartling, I worked with PM/CSM as well as UX Researcher to analyze and connect with customers to assess current issues and future product opportunities. Major work included simplification to the navigation and increasing efficiencies based on important workflows as well as unification recommendations in the system to reduce errors and duplicate work.

UX/UI Design
UX Research
Prototyping
Design Systems
Figma
Pendo

Smartling PRODUCT DESIGNER

2017—2021

In my role as lead product designer, I work alongside five product managers and a direct report UX designer to discuss, create, and iterate on features for Smartling's comprehensive translation management platform, which includes multiple linguist and customer tools which allow the requesting for translation work, structuring of localization workflows, and management of original content on-platform and via integrations.

UX/UI Design
Design Systems
UX Research
Prototyping
Figma/Sketch
FullStory

Switch DESIGNER / SR. UX DESIGNER

2014—2017

Part of 5-person brand design team, I primarily focused on creation of UX/UI for website designs for a variety of clients and industries using Adobe tools and InVision to mockup, prototype mockups, and present, alongside supporting more junior designers by critiquing and providing mobile/UX feedback. I also made print brochures and identity work, as well as designing and developing Mailchimp emails.

UX/UI Design
Responsive Web Design
Brand Design
Print Design

Zipments PRODUCT DESIGNER

2012—2013

As sole designer for both Zipments brand design and product, I led the creative direction, UX and UI for the marketing website, web app and iOS app and collaborated with our two founding developers to quickly iterate and push updates. Alongside digital, I worked with CEO and business director to strategize and develop print collateral for sales engagement.

Mobile Design
Web App Design
UX/UI
Print Design

Et Cetera

REFERENCES / ADDITIONAL WORK EXPERIENCES
Available upon request

EDUCATION
University of North Texas (2004-08). Communication Design, Minor in Sociology.

VOLUNTEER EXPERIENCE
• CreativeMornings/DFW - Chapter Teammate (2015-16)
• DSVC (Dallas Society of Visual Communicators) - Volunteer Assistant (2011-12)