

Justin Paluch

UX DESIGNER | [PORTFOLIO](#) | [LINKEDIN](#)

Over ten years of experience in User Experience and Visual Design. I love crafting products that bring together user goals and business objectives. From responsive web design to native mobile applications, I have helped some of the largest online brands connect with their users.

EXPERIENCE

2016-Present

SR. PRODUCT DESIGNER TRAPIT, PORTLAND, OR

As the first on-staff designer, it has been my responsibility to establish the design process and how it interacts with other teams. Driving brainstorming meetings, creating click-through prototypes, gathering feedback from stakeholders, iterating and delivering pixel-perfect design assets and specifications.

2014-2016

SR. UX DESIGNER ELECTRONIC ARTS, REDWOOD CITY, CA

Worked with a team of designers on the redesigns of the EA Access hub application for Xbox One and the Origin client and website. Created wireframes, user flows, sitemaps and prototypes. Worked with our user research team to conduct usability testing to provide direction for design improvements.

2014-2014

SR. MOBILE UX DESIGNER WALMART, SAN BRUNO, CA

Created wireframes, user flows and prototypes for Walmart's iPhone and Android (phone and tablet) apps. Defined the initial experience for in-store availability and aisle locations (store maps) taking into account the strength and limitations of the technology and the user's context and goals.

SKILLS

Responsive & Mobile UX

Interaction Design

Wire-framing

Prototyping

Usability Testing

User Research

Site Maps

User Flows

Documentation

Competitive Analysis

HTML/CSS

Visual Design

Stakeholder Interviews

Card Sorting

Information Architecture

Personas

Software:

Sketch

Principle

Axure

Adobe Creative Suite

Dreamweaver

Flash

Illustrator

InDesign

Photoshop

Coda

Microsoft Visio

OmniGraffle

2013-2014

SR. UX LEAD

AOL/MAPQUEST, DENVER, CO

Created site maps, user flows and prototypes for phone apps (iOS and Android) as well as the responsive redesign of the core Mapquest.com product. Planned and facilitated usability tests and refined the product accordingly. Helped define the roles and deliverables for the UX team. Established vendor relationships for recruitment and testing facilities.

2011-2013

GRAPHIC / UX DESIGNER

HOMEADVISOR, GOLDEN, CO

Created low- and mid-fidelity prototypes for mobile apps (Android phone and iOS phone and tablet) and desktop websites, as well as corresponding information architecture, user flows and site maps. Developed personas for our users on both the B2B and B2C sides of the business. Established best practices for testing mobile prototypes in our on-site usability lab. Planned usability tests and analyzed the results to lead conversations with stakeholders and advocate the needs of our users.

Expanded work history available upon request or on LinkedIn..

EDUCATION

BS, VISUAL COMMUNICATION

OHIO UNIVERSITY

1999 - 2002

LORAIN COUNTY COMMUNITY COLLEGE

1997 - 1999

RECOGNITION

Featured in "The Best of Business Card Design 9", 2010

Ad2 National Award for Public Service Ad Campaign, 2007

Addy (Bronze), 2006

Addy (Bronze), 2005

American Graphic Design Award, 2003

EVEN MORE EXPERIENCE

2010-2011

GRAPHIC DESIGNER **SPIN CREATIVE STUDIO, DENVER, CO**

2010-2010

UX DESIGNER **WALL STREET ON DEMAND, BOULDER, CO**

2009-2010

PRINCIPAL **ADAPTER DESIGN, ARVADA, CO**

2006-2009

MULTIMEDIA DESIGNER **ANARK, BOULDER, CO**

2004-2007

GRAPHIC DESIGNER **NEWBOMB DESIGN, CLEVELAND, OH**

2004-2007

CO-FOUNDER **SITESPROUT, CLEVELAND, OH**

2004-2006

SR. ART DIRECTOR **STUDIO THINK, CLEVELAND, OH**

2004-2004

GRAPHIC DESIGNER **DIRT DEVIL, SOLON, OH**

2002-2004

ART DIRECTOR **DIVISION STREET DESIGN, WESTLAKE, OH**