



Austin, TX

JUSTIN X. HALE

GRAPHIC AND UX DESIGNER

ohHALEyeah.com

Award-winning UX Designer with over 10 years of experience in graphic design. Creative professional who thrives under pressure and seeks to use design knowledge to make meaningful impact in human lives.

INFO

☎ +1 (979) 703-0894

✉ justinxhale@gmail.com

🌐 linkedin.com/in/justinxhale

EDUCATION

Austin Community College

User Experience Design
Spring 2022

Texas A&M University

College Station, TX
Bachelor of Science in Sport Mgmt.
Minors: Business, Communications
Fall 2013 Graduate

SOFT SKILLS

- Storytelling
- Problem Solving
- Prototypes/Wireframes
- Data Analysis
- Leadership
- Empathetic
- Graphic Design
- UX/UI Design
- Works well under pressure

TECH SKILLS

🎨 Figma

🖌️ Adobe Creative Suite

📝 Miro

🌐 Wordpress

🔧 HTML/CSS



WORK EXPERIENCE



2019 to
Present

Digital Media Specialist at Integral Care

- Introduced design thinking methods to staff members while implementing asynchronous collaboration software.
- Optimized company email layout after user testing and market research, increased click-thru rate from 8% to 43%.
- Created assets including low to hi-fidelity wireframes mockups & customers journeys for key stakeholders.
- Spearheaded and developed statewide marketing campaigns vision for various digital experiences.



2017 to
2019

Communications Specialist at CAN

- Ensured physical and digital deliverables followed user-centered and accessibility design practices.
- Conducted ongoing performance tracking and success metrics for email marketing and social media management.
- Created and implemented social media campaigns, which resulted in a 13% increase in web traffic and over 16,000 new visitors over 2 years



2019 to
Present

Business Owner at DREAM Mini Donuts

Started the company from the ground up, while wearing every hat of the company from writing business plan to creating user-friendly website.



AWARDS & HONORS



2021
3rd Place
O.A.S.I.S.

Community College Innovation Challenge

OASIS uses machine learning to identify signs of acute stress during officer-civilian interactions and automates the footage review process.



2020
Finalist
Dog Collar

24hr Design Challenge - Best Storyteller

Built out the onboarding process for a smart collar solution for dog owners.



2020
1st Place
ROCKET

Austin Design-A-Thon - Winner

Address low student engagement & rising failure rates by gamifying AISD's online learning portal while improving its information architecture.