JUSTIN X. HALE
GRAPHIC AND UX DESIGNER ohHALEyeah.com

Austin, TX

INFO

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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

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.

💼 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.