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Justin Poston
Product Designer

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EXPERIENCE

Experience Designer
Tigerspike (June 2014 - Present)

- Inform the user experience for products across several client accounts and various platforms including web, iOS, AppleTV, and Roku. Common tools include: sketching, wireframing, user-flows, concept diagrams, and prototyping
- Collaborate with designers and developers to plan and implement feasible, user friendly solutions and design systems
- Facilitate workshops for idea generation and feature/content prioritization (both internal and with clients)
- Conduct research including user interviews/surveys, heuristic evaluations and market analysis. Analyze and present findings to help inform product strategy and design decisions
- Help inform internal design processes and methodologies. Conduct internal education workshops on design methodologies and tools

Recipient of Quarterly Tigerspike Trust and Innovation Award (Fall 2014)

UX/UI Consultant
Freelance (May 2014 - Present)

- Canopy Apps
  Redesigned customer facing website and provided recommendations for improvements to iOS native app. Consulted on content strategy and visual language across multiple products.
- GoBaller
  End-to-end ideation and design for GoBaller's first iOS native app. Work included: user research, product strategy, feature prioritization, information architecture, wireframing, UI design, and prototyping.

EDUCATION

College of William & Mary
B.A. Economics | 3.44 GPA (Graduated 2013)

General Assembly
User Experience Immersive Course (Feb 2014 -June 2014)

SKILLS & TOOLS*

Design	Front-End	Research
Sketch	HTML	Interviews
Keynote	CSS	Surveys
InVision	Sass	User Testing
Illustrator	JavaScript	
Photoshop	jQuery	
InDesign		
OmniGraffle		

*Always learning new things.