

Professional Practice

Mozilla, Senior UX Designer

2018 — Chattanooga, TN

I work on human-centered design and innovation across the Mozilla and Firefox family of products. My work spans growth and product strategy, conversion rate optimization, user research, user experience design, user interface design, and systems and mechanics implementation.

Spokestack, Product Design Consultant

2017 — Chattanooga, TN

Led the Spokestack team in a month-long sprint aimed at improving overall product experience and design. Responsible for discovery, user research, and proof of concept prototyping for new features. Established an agile product and project process.

Very, Product Advisor & Design Practice Steward

2016–2017 — Chattanooga, TN

I led a cross-functional design team to launch Arianna Huffington's media platform — Thrive Global. Led efforts to help refine the user experience, develop long-term product vision and strategy for engagement and growth.

Automattic, Team Lead

2015–2016 — Chattanooga, TN

I led a multidisciplinary team across user experience design and research in the redesign of Automattic's Jetpack product and WordPress.com's signup experience, respectively. These efforts saw a significant increase in account activation and user retention.

Automattic, Digital Product Designer

2013–2016 — Chattanooga, TN

As a digital product designer, I led user research, ux design, and ui design efforts across Automattic's growing family of products — most notably on the WordPress and Jetpack platforms.

Readmill, Product Design Lead

2012–2013 — Berlin, Germany

I worked as a product designer helping to extend the current user interface with a clear focus on usability and readability.

Fastspot, Senior User Experience Designer

2011–2012 — Baltimore, MD

I led design and ux strategy on projects for Tufts University, Johns Hopkins, and HistoryMiami. I proactively pursued opportunities to improve the strategy to better address client and project objectives, as well as user needs.

Profile

Justin Kropp is a Senior UX Designer at Mozilla, working on human-centered design and innovation across the Mozilla and Firefox family of products. His work at Mozilla spans discovery, growth and product strategy, conversion rate optimization, user research, user experience design, user interface design, and systems and mechanics implementation.

Fifteen years of experience in digital product design; five leading cross functional teams. Demonstrated expertise in numerous components of successful digital product design: information architecture, systems development, UX design, UI design, research, and experimentation.

Education

The Maryland Institute College of Art

Master of Fine Arts, Graphic Design

2008–2010 — Baltimore, MD

The University of Tennessee at Chattanooga

Bachelor of Fine Arts, Graphic Design

1997–2003 — Chattanooga, TN

Speaking Engagements

Process, Tools , and the Future of Our Practice

Lecture at the Code & Creativity lecture series.

2014 — Chattanooga, TN

Typography Driven Design for Digital

Workshop at Society of Work.

2014 — Chattanooga, TN

Building a Design System

Workshop at Berlin Startup Bootcamp.

2013 — Berlin, Germany

Introduction to Graphic Design

Lecture at the Creative Alliance artist residency.

2011 — Baltimore, MD

The Evolving Design Discourse

Guest lecture at Indiana University of Pennsylvania.

2011 — Indiana, PA