Justin Pocta

design@justinpocta.com

OpenGov SR. PRODUCT DESIGNER

2021-2022

UX/UI Design
UX Research
Prototyping
Design Systems
Figma

As member of the Budget & Planning app team, I worked with a second designer and the product team to define plans, develop strategies, and execute product features and refinements which aligned with customer needs as well as connecting with engineering team to understand challenges with the code and determine steps for making product development more efficient and reusable. Similar to my role at Smartling, I worked with PM/CSM as well as UX Researcher to analyze and connect with customers to assess current issues and future product opportunities. Major work included simplification to the navigation and increasing efficiencies based on important workflows as well as unification recommendations in the system to reduce errors and duplicate work.

Smartling PRODUCT DESIGNER

2017 - 2021

UX/UI Design
Design Systems
UX Research
Prototyping
Figma/Sketch
FullStory

In my role as lead product designer, I work alongside five product managers and a direct report UX designer to discuss, create, and iterate on features for Smartling's comprehensive translation management platform, which includes multiple linguist and customer tools which allow the requesting for translation work, structuring of localization workflows, and management of original content on-platform and via integrations.

On a regular basis, I collaborate with FE engineers to maintain our component library, interview customers to understand and validate features with PM/CSM colleagues, review user interaction with our system, and run cross-functional design reviews. In the past year, I conducted the process as hiring manager with the HR team, defining the role for our second designer, planning meetings, and finally hiring to onboard, delagate, and collaborate with hired designer.

Switch DESIGNER / SR. UX DESIGNER

2014 - 2017

UX/UI Design
Responsive Web Design
Brand Design
Print Design

Part of 5-person brand design team, I primarily focused on creation of UX/UI for website designs for a variety of clients and industries using Adobe tools and InVision to mockup, prototype mockups, and present, alongside supporting more junior designers by critiquing and providing mobile/UX feedback. I also made print brochures and identity work, as well as designing and developing Mailchimp emails.

Zipments PRODUCT DESIGNER

2012 - 2013

Mobile Design
Web App Design
UX/UI
Print Design

As sole designer for both Zipments brand design and product, I led the creative direction, UX and UI for the marketing website, web app and iOS app and collaborated with our two founding developers to quickly iterate and push updates. Alongside digital, I worked with CEO and business director to strategize and develop print collateral for sales engagement.

[x]Cube Labs UX DESIGNER / PRODUCER

2010 - 2012

Product Management
UX Design
Art Direction / UI Design

I managed my own clients, development and ideation in mobile architecture and experience, art direction and design for iPhone apps, producing with engineering team members, client management and communications, design and direction for internal website projects.

Additional Notes

EDUCATION
University of North Texas (2004-08). Communication Design, Minor in Sociology.

VOLUNTEER EXPERIENCE
• CreativeMornings/DFW - Chapter Teammate (2015-16)
• DSVC (Dallas Society of Visual Communicators) - Volunteer Assistant (2011-12)
• Su Casa - ESL Teacher (2009)