Justin Zupnick

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Education

Northwestern University – McCormick School of Engineering   *2016 - 2018 (expected)*
Master of Science in Product Design & Development Management

- **Developing a product to help new parents stop fighting and start sleeping.**

Cornell University
Bachelor of Science in Communication (Media Studies & Information Technologies)

Professional Experience

4Degrees – Chicago, IL   *Nov 2017 - Feb 2018*
Senior Product Designer

- **Led an agile design strategy enabling our pre-seed startup to pick up paying customers pre-launch.**
- As Voice of the Customer, regularly conducted contextual inquiry interviews with a potential customer base made up of venture capitalists and private equity investors. Synthesized observations hand in hand with the CEO and reported insights together to the rest of the team on a weekly basis.
- Improved platform engagement by designing interaction models & prototypes for an augmented intelligence system that seamlessly fit within the VC/PE user's workflow. This expanded the experience outside the core app to include a Gmail plugin (available as a Chrome extension) and transactional reminder emails.

Curiosity – Chicago, IL   *Aug 2016 - Oct 2017*
Principal UX & UI Designer

- **Enhanced Curiosity on iOS, Android, and responsive web with a stickier user experience, earning 5-star reviews from ~75K users, and consequentially featured in their respective app stores. Doubled engagement duration, repeat visits, and pulled in over 7 million views monthly.**
- **Experimented with developers to ship chat-bots on Amazon Alexa, Skype, and Facebook Messenger. Within 6 months, Alexa app had over 135K users with ~50% retention. Feature placement in Amazon Alexa Skills store, Skype bot directory, and Chicago Tribune.**
- Installed design thinking and development cadence within a rapid-pace, fast-growing startup environment by negotiating thematic sprint packages with leadership and engineering.
- Standardized a robust graphic design process for the content team to statistically separate signals from noise.

Nativ – Chicago, IL   *Aug 2015 - Aug 2016*
Lead Product Design & Research

- **Led quarterly research projects and communicated actionable insights that ultimately resulted in a more refined product value proposition, laying the design groundwork for the following company iteration.**
- Managed UX research interns remotely and on-site. Conducted regular design research projects including one-on-one interviews, usability tests, and surveys.

F# - New York, NY *Aug 2014 - Aug 2015*
User Experience Designer
- **Standardized interactive ad units across Spotify's freemium platform** by leading the UX specification for F#'s Stencil ad product line, created for use inside Ad Studio, a music ad platform eventually purchased by Spotify in 2017.
- Conducted design research with in-house project and account managers for internal software tool development.
- Team's work nominated for the MediaPost OMMA Award in Online Advertising Creativity for our Sense8 interactive music map, created in partnership with Spotify, MEC and Netflix.

MegsRadio.fm - Ithaca, NY *Apr 2013 - June 2014*
Lead UX/UI Design & Research
- **Obtained 1,500+ users within two months of shipping our personalized local music web application.**
- Coordinated user research and usability tests to produce qualitative & quantitative findings for published report and presentation at the 2014 ACM CHI Conference on Human Factors in Computing Systems (SIGCHI) in Toronto.
- Full ethnographic immersion with target users to communicate empathy for the local music scene, delivering a clearer product vision and value for a team of student developers to execute on.

Cornell Music Cognition Lab - Ithaca, NY *Jan 2012 - Mar 2013*
Researcher
- **Research published in Psychological Science and earned widespread media attention in major news outlets.**
- Designed a survey experiment examining the music, relationships, emotions and memories associated with pop music over the last century.

Cornell Interaction Design Lab - Ithaca, NY *Nov 2011 - Nov 2012*
Research Assistant
- **Research efforts published in the *Journal of Information Technology & Politics*.**
- Conducted user research activities including both one-on-one and group interviews, qualitative coding and analysis.

Publications

"Using Personalized Radio to Enhance Local Music Discovery"
ACM SIGCHI Conference on Human Factors in Computing Systems, April 2014

"Broadening Exposure, Questioning Opinions, and Reading Patterns with Reflext: a Computational Support for Frame Reflection"
Journal of Information Technology & Politics, February 2014

"Cascading Reminiscence Bumps in Popular Music"
Psychological Science, October 2013