

Justina Fu,

Senior/Principal Product Designer

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7+ years building consumer-facing digital products across web, mobile, CTV, and inbox experiences. Trusted to own ambiguous, high-impact work end-to-end—clarifying goals, aligning teams, and making clear product decisions. Known for systems thinking, strong cross-functional partnerships, and steady leadership through growth, transition, and complexity.

Pix Media (formerly Likewise)

SEATTLE, WA | 2019 – PRESENT

Principal Product Designer (Oct 2025 – Present)

- Partner with Product and Engineering to shape long-term product direction and roadmap decisions; lead complex initiatives across teams in ambiguous problem spaces.
- Led the product experience through a post-acquisition restructure and rebrand, bringing clarity and stability during a high-risk transition.

Senior Product Designer (2022 – Sept 2025)

- Owned end-to-end product design for core consumer experiences; partnered closely with CPO and Engineering to align priorities, navigate tradeoffs, and make defensible decisions.

Visual Designer → Product Designer (2019 – 2022)

- Designed and shipped cross-platform features; supported research, usability testing, and the foundations of scalable product systems.

Selected Impact Across Roles

- Aligned a fragmented product ecosystem into a cohesive, system-driven experience.
- Improved mobile onboarding to an 88% completion rate.
- Supported growth of a consumer app from ~40K to ~8M registered users.

Skills & Tools

- Product Strategy
- Design Systems
- User Experience
- Cross-Functional Collaboration
- Visual Language
- Brand Identity
- Figma | Adobe CS | Procreate
- Figma Make | Claude Design, Cowork, Code
- Jira | Asana
- Framer
- AI enabled workstreams

Education

Lake Washington Institute of Technology — B.A.S. in Design
- Honors / Dean's List