JUSTIN PALUCH

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Product Designer with 15 years in UX, building UX practices from the ground up and designing operational systems for technical, industrial users: fleet dispatch, shift scheduling, route planning. Now applying that work to energy and decarbonization.

KEY SKILLS

Product Design: Figma • Adobe Suite • MS Office • Claude Code • Design Systems • WCAG 2.1 AA • iOS & Android • HTML/CSS
Research & Strategy: Prototyping • Wireframes • User Research • Design Thinking • Workshop Facilitation • Journey Maps • Personas
Specializations: AI & Data Products • Systems Thinking • Fleet Operations • Geospatial Interfaces • B2B/B2C SaaS

WORK EXPERIENCE

Staff Product Designer - Ribbiot, Remote US **09/2024 - Present**

- Designed quoting, scheduling, dispatching, invoicing, and payroll process flows that **optimized resource allocation and reduced operational inefficiencies** for industrial fleet operations.
- **Prototyped in Claude Code against the production codebase** for realistic user testing, faster engineering handoff, and earlier detection of experience risks.

Contract Senior UX Designer - Design Like You Mean It, Remote US **07/2024 - 09/2024**

- **Improved the patient journey** from initial consultation through treatment planning for this major cancer treatment center.

Founding Designer - Alioth, Remote US **11/2019 - 03/2024**

- **Led the design and research efforts** on EssentialDX, an AI-powered, SaaS solution that enabled HR executives to identify organizational patterns and make data-driven decisions to **improve executive search time-to-hire and retention**.
- Partnered with cross-functional stakeholders. **Mapped the end-to-end workflow** with product, then worked with engineering to slice it into incremental releases, each delivering real user value within a one-developer team.
- **Established** the marketing design, product design, and user research processes and practices.
- Created personas and user journeys informed by **qualitative data gathered via hours of interviews** with Human Resource leaders and internal analysts.
- **Drafted a design system** to enable rapid iteration as the product grew.

Senior Mobile Product Designer - NurseGrid, Portland OR (Acquired by HealthStream) **05/2018 - 10/2019**

- Led the design efforts of the **#1 rated** and **top-downloaded** app for nurses. It reached **4.9 stars on the iOS App Store**, and **4.5 stars on Google Play**.
- Designed the self-scheduling feature that allows nurses to request their desired shifts in order to reduce the complexity and time required for their manager to create a schedule.
- Unified design teams for a consistent brand experience across touchpoints. **Established the user research practice**; usability tests informed feature prioritization and raised satisfaction scores. Consolidated tooling on Figma, cutting cost per seat 75%. Mentored junior designers and product managers.
- Designed our users' most-requested feature, which provides them with an interface to compare their schedule with a colleague. **Increased app downloads from 300 to 500 per day with no paid marketing**.

Senior User Experience Designer - AppNexus, Portland OR (Acquired by Microsoft) **11/2017 - 05/2018**

- Designed interfaces for the Data Management Platform. Led remote collaboration as one of AppNexus's first distributed designers, establishing practices for async design reviews and stakeholder alignment across time zones.

Senior Product Designer - Trapit, Portland OR (Acquired by ScribbleLive) **04/2016 - 11/2017**

- Overhauled the mobile apps **doubling the number of shares** and **increasing session length.**
- **Established the internal design and research practices** as the first in-house designer for a B2B content discovery, curation, and social selling platform.
- Worked closely with our product and engineering teams to gain consensus and clarity around product features and goals; as well as identify any technical hurdles.

Senior User Experience Designer - Electronic Arts, San Francisco Bay Area CA **09/2014 - 03/2016**

- Redesigned the EA Access application for Xbox One, **doubling the subscriber base in two quarters**.
- Designed a new interface for volume-based discounts on Origin that expanded our design system.
- Conducted usability testing with our research team, gathering qualitative data for design improvements.
- Redesigned the Origin product and launched Origin Access, leading to a **31% increase in digital revenue**. Conducted card sorts, and leveraged analytics data to inform design decision making.

Senior Mobile Interaction Designer - Walmart Labs, San Francisco Bay Area CA **05/2014 - 09/2014**

- Created in-store maps mobile experiences.

Senior User Experience Lead - MapQuest, Denver CO **07/2013 - 05/2014**

- Designed geospatial interfaces for route optimization and location-based decision making.
- Designed the commute application, which garnered **half of a million downloads**.
- Led the most-significant redesign in MapQuest's history which moved the site to a responsive design providing our users with more information about their destinations, **maintaining $3.5 million in revenue**.
- Redesigned the "Print" page, the second most used functionality on the site. Worked with our data and advertising teams to **minimize impact on revenue with an improved user experience**.
- **Rebuilt the user research practice** establishing new vendor relations, recruiting users, and facilitating usability tests.

User Experience Designer - HomeAdvisor, Denver CO **01/2012 - 05/2013**

- **Established the user experience practice** at the company as part of the initial team of six designers.
- Redesigned the core applications for iOS and Android and the Home911 mobile app to address time-sensitive home repairs.

LEADERSHIP

Board Member - New Sun Rising, Pittsburgh **PA 03/2026 - Present**

- Evaluate fiscal sponsorship applications from community-led initiatives, informing board decisions on which projects the organization supports.

EDUCATION

BS, Visual Communications **Ohio University, Athens OH**

Climate Action Fellow **Terra.Do, Remote**