

Justin McKissick

Product Designer with
5 Years of Experience

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Summary

Motivated by impactful work and a love for craft, Justin excels in building experiences that blend honed intuition with data-informed insights to drive tangible business outcomes.

Expertise

UI/UX Design
Interaction Design
Branding & Identity
Wireframing
Rapid Prototyping
Product Thinking
Information Architecture
Design Systems
Motion Design
Illustration

Tools

Graphics – Illustrator, Photoshop, InDesign

Interfaces – Figma, Framer, Sketch, Webflow

Prototyping – Origami, Principle, After Effects

Experiments – Claude, ChatGPT, Midjourney, Perplexity, Magnific

Work

Able · Senior Product Designer

Aug 2021 – Present

Led design of the end-to-end experience for institutional and client-facing applications from ideation through implementation as founding designer and first FTE. Built and maintained an expansive design system across product UI, brand, and marketing collateral. Synthesized research insights and qualitative user problems into directional solutions, further refining through hundreds of high-fidelity prototypes to drive stakeholder alignment.

Meta · Product Designer, Business Accounts & Identities

Aug 2019 – Jun 2021

Planned, implemented, and tested experiences on mobile and desktop platforms to enable businesses to manage their online identities across the Facebook Family of Apps. Collaborated and drove alignment across several distinct product teams to unblock critical feature adoption such as Facebook Shopping, Accounts Center, Multi-user permissions, and Business Suite.

Facebook · Product Design Intern, Facebook Jobs

Jun 2018 – Sep 2018

Overhauled design of the Jobs product on Facebook Lite to substantially improve the overall user experience. Conceptualized and implemented several improvements to subscription alerts for user re-engagement and more intuitive navigation flows for the Jobs product on iOS, Android, and web platforms.

Bloomberg · Visual Design Intern

Jun 2017 – Aug 2017

Created a comprehensive product proposal to introduce algorithmically generated news articles for Bloomberg Professional Services platform, from early ideation and user research through to final visual UI specifications. Presented concept and deliverables to senior leadership at the end of the summer.

Priceline · UI/UX Design Intern

Jun 2016 – Sep 2016

Contributed to a new responsive booking website initiative by creating wireframes, user flows, and final production assets. Spearheaded design for the minimum-viable product of a major new product feature that was developed post-internship.

Education

University of Washington '19

BDes — Visual Communication Design

BS — Informatics, Human-computer Interaction

Selected Coursework

Mobile Application Design, UX and Information Architecture, Front-end Web Development, Advanced Typography, Corporate Identity, Visual Systems, Interface Design II, Publication Design, Information Design