JUSTISCROASDALE

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EXPERIENCE

UX Designer | Monks   04/2023 - Present

- Designed AI-powered learning, decision-making, and task automation tools; articulating their value and rationale directly to key stakeholders, leading to continued engagements and influencing product direction across client initiatives (NDA).

- Owned the design of multi-branch user flows and gameplay UI for Duolingo's Game Hub on Roblox, collaborating within a larger team to define interactions through iterative feedback. Following its launch in December 2024, player sentiment has steadily risen, indicating a positive reception.

- Led UX for Burger King's 'BK Village,' transforming a creative vision into an interactive mobile experience; partnering with creatives, engineers, and product managers to craft intuitive user flows, navigation, and interactions. Awarded the FWA's "site of the day" in Jan 2025.

- Led UX for a large display experience, collaborating with the head of strategy to facilitate client workshops, translate insights into user journeys, information architecture and designs optimized for accessibility; resulting in a client request to expand the tool to another location in 2025.

- Conducted moderated usability testing for a brand activation, developing test scripts and prototypes to uncover pain points, leading to refinements that improved the usability of the final experience.

- Developed a design framework for accessible UI placement in large display experiences, aligning the working team behind an informed approach and receiving use by another project team months later.

- Evaluated the effectiveness of Adobe.com pages, vetting the current approach against competitor sites and UX best practice; proposing content and layout optimizations approved for the live site in the fall of 2023.

UX Designer | BIMM | Audi Digital   08/2021 - 04/2023

- Designed Audi's "Electricity Hub"; working closely with Copywriters, Content Authors and Marketeers to create — with a keen focus on information architecture — five pages on the .com and .ca sites; successfully launching in the spring of 2022 and revamping in the spring of 2023.

- Advised project leadership on CMS development; combining an understanding of content modelling and design systems to create frameworks integral to the first client implementation in July 2023

- Planned and conducted an unmoderated usability test with 20 participants, synthesizing patterns through affinity mapping and sharing findings that influenced product direction.

- Redesigned Audi's 'Locator' app, applying usability test insights and UX best practices to improve comprehension and efficiency, contributing to a notable drop in user abandonment at launch.

- Proposed design team "Ted Talks", blending research with personal insight to deliver the first session on articulating design decisions — sparking positive feedback and inspiring follow-up presentations.

- Contributed to dozens of design reviews, providing clear, candid, and goal-oriented feedback — honing my ability to communicate design decisions effectively in a collaborative setting.

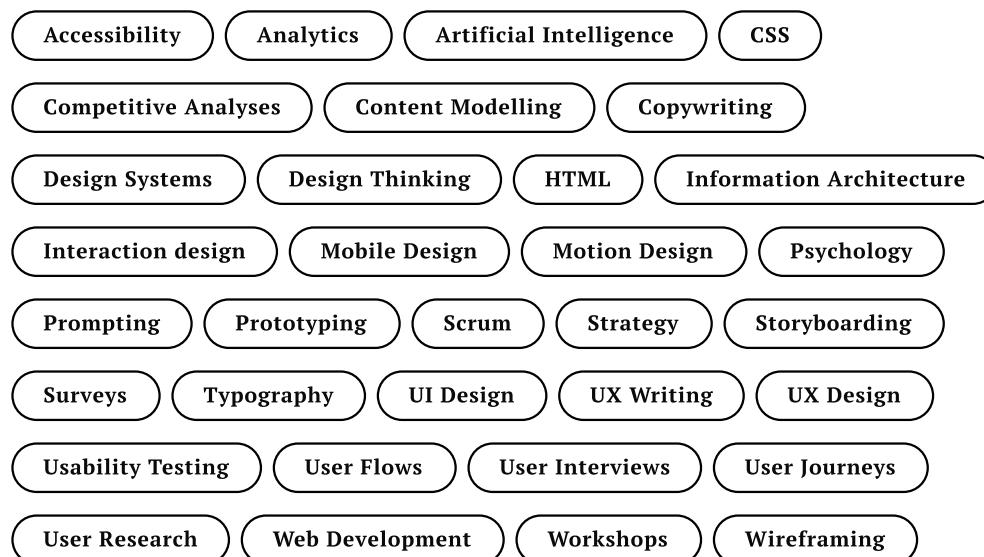## UX/UI Designer | Webflow Developer | Freelance   09/2020 - 01/2023

- Conducted stakeholder interviews to identify goals and gather insights that informed branding, content, and design strategy for a small business client.

- Designed and developed the 'Origin' website in Figma and Webflow, launching in 2021 and redesigning in 2022 to support evolving business needs — receiving direct praise from customers.

- Wrote and refined web copy to align with brand goals, resulting in approval and publication on the live site

- Designed two logo options as part of a visual refresh, then created a survey to gather qualitative feedback — helping guide the client's final selection.

UX/UI Designer | CGI   10/2019 - 03/2020

- Owned design deliverables for an internal tool, creating wireframes, user flows and prototypes — driving iterations toward a successful 2020 launch.

KNOWLEDGE

Accessibility   Analytics   Artificial Intelligence   CSS

Competitive Analyses   Content Modelling   Copywriting

Design Systems   Design Thinking   HTML   Information Architecture

Interaction design   Mobile Design   Motion Design   Psychology

Prompting   Prototyping   Scrum   Strategy   Storyboarding

Surveys   Typography   UI Design   UX Writing   UX Design

Usability Testing   User Flows   User Interviews   User Journeys

User Research   Web Development   Workshops   Wireframing

HONOURS

U Sports, Academic All-Canadian	University of Guelph Football, Captains Award Winner
2014, 2017, 2018	2018
Recognized for obtaining a cumulative GPA above 80% while actively contributing on a varsity team.	Recognized as the graduating player who best exemplified qualities of leadership and commitment throughout the course of their career.

EDUCATION

B.A. with Distinction, Honours Psychology, University of Guelph

2018

Design Thinking, University of Virginia,

2021

UX Research at Scale University of Michigan,

2021

Intro to AI, offered by IBM

2024

AI for Creative Work University of Michigan,

2025

Prompt Engineering Vanderbilt University

2025

TOOLS

Figma

Chat GPT

Gemini

Webflow

Notebook LM

Asana

Confluence

Jira

Google Suite

Office Suite