

# JustinForster

Senior Product Designer | [www.justinforster.com](http://www.justinforster.com) (password: design2025)

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Senior-level Product Designer with 5+ years of experience creating intuitive, visually compelling digital products that align user needs with business goals. Adept at solving complex design problems, mentoring teams, and driving end-to-end design processes.

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## Professional Experience

### Senior UI Designer - Questrade

August 2023 - May 2025

- Led UI design efforts across multiple products, ensuring alignment with brand guidelines and accessibility standards.
- Collaborated with other designers, developers and researchers to translate concepts into pixel-perfect, high-fidelity designs.
- Mentored junior designers, providing constructive feedback and fostering their growth.
- Led meetings, facilitated discussions, and built consensus among team members.
- Contributed directly to design system evolution, improving cross-team consistency and reducing UI debt by 30%.
- Created a variety of visual assets including illustrations, icons, and animations to enhance brand expression.
- Improved mobile app rating from 3.0★ to over 4.0★ on the App Store through targeted usability improvements, visual refreshes, and interaction refinements.

### UX/UI Designer - Canada Drives

February 2021 - April 2023

- Owned end-to-end design process for web products, from research and prototyping to launch.
- Conducted user research, including interviews and usability testing, to gain valuable insights into user needs, behaviors, and preferences.
- Produced wireframes, interaction flows, and interactive prototypes to align stakeholders and speed approval cycles.
- Developed and maintained a design system to ensure consistency across platforms and streamline design handoffs.

### UX/UI Designer - Evolve X

April 2020 - October 2020

- Created high-fidelity mockups, prototypes, and UI assets for client projects.
  - Liaised between clients and internal teams to ensure creative vision met business objectives.
  - Produced wireframes, prototypes, and high-fidelity mockups to visualize and iterate on design concepts.
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## Core skills

**Design & Research:** Interaction Design, Design Systems, Information Architecture, Wireframing, Prototyping, Motion Design, Usability Testing, User Interviews, Competitive Analysis, Task Flows, Personas, Experience Mapping

**Tools:** Figma, Photoshop, Illustrator, After Effects, HTML/CSS

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## Education

### Interaction Design for XR - UBC

May 2023 - August 2023

### User Experience Design - RED Academy

June 2016 - September 2016