Justin Eng Jersey City, NJ

UX Designer / Product Designer

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Creative and results-driven UX Designer with 4 years of experience blending product design, user research, and project management to deliver clean, user-centered solutions. Skilled in creating mobile-first interfaces and collaborating with cross-functional teams from concept to launch. Strong design intuition backed by iterative testing, development handoff, and stakeholder communication.

EXPERIENCE

Iris Design Collaborative - *UX Designer / Project Manager*   **December 2021 - Present**

- Collaborated with cross-functional teams to design AI-powered tools (e.g., logo generators, Excel bots, QR creators) for a wide range of B2C use cases.
- Improved the retention rate of a finance platform for farm owners by 22% by redesigning information hierarchy and user flow.
- Designed digital marketing assets and UX solutions for 80+ clients across industries including healthcare, eCommerce, and education.
- Built and launched the company website using Webflow, increasing site traffic by 21% in under 5 months.
- Led an agile design team to enhance user targeting, resulting in a 700% increase in sign-ups and doubling paid subscription conversions.
- Improved design speed and iteration cycles by 16% through structured sprints, quality control, and milestone tracking.

CardLinq - UX Designer   **May 2025 – Present**

- Co-led the end-to-end design process for CardLinq, a B2B SaaS platform for digital business cards, transforming early wireframes into production-ready high-fidelity prototypes in Figma
- Translated the full desktop platform into responsive mobile experiences, maintaining UX parity and design consistency across breakpoints, which helped accelerate mobile development timelines
- Expanded and formalized the design system to support a growing feature set, improving interface cohesion and reducing redundancy across platforms
- Partnered with developers during implementation to conduct rigorous QA reviews, proactively identifying and resolving design regressions and usability issues prior to release

NDA Project - *UX Designer / Product Manager*   **August 2022 – December 2024**

- Led the end-to-end product design of a mobile-first consumer photo-sharing app, including UX for bulk uploads, collaborative albums, and personalized "life recap" analytics.
- Created responsive flows and App Store-ready marketing assets, supporting both web and native app launches
- Built a robust Figma design system with detailed developer handoff documentation, specifying interaction logic, backend triggers, and haptic behaviors
- Ran competitive analysis, usability tests, and QA audits to inform product strategy and ensure design integrity across releases.

Tavern - UX Designer   **May 2021 – Jul 2021**

- Designed UX for Tavern, a console-agnostic game discovery app with personalized recommendations
- Conducted user interviews and usability tests with a 10-person focus group, leading to a 28% improvement in NPS.
- Led Agile sprints to accelerate prototyping and deliver a functional MVP within three months

EDUCATION

Google UX Design Certificate   **October 2021**
Coursera

B.A. in Information Technology with Computer Science Minor   **2017 - 2021**
Rutgers University - New Brunswick

SKILLS

Technical Skills: Figma, Webflow, Adobe XD, Photoshop, HTML, CSS, JavaScript, Asana, Canva, GitHub

Product Design: Design Systems, Designs QA, Dev Handoff, Interaction Design, Wireframing, Responsive Design, Prototyping, Information Architecture, Accessibility Design, Rapid Prototyping, Brand Systems

Research: User Research, Usability Testing, Journey Mapping, Information Architecture, A/B Testing, Competitive Analysis, Research Synthesis, Discovery Research, Problem Framing