



# justinhenry

Hands-on Product Design Leader

I'm a seasoned Senior Product Design Director and a tenacious and influential leader, with a diverse skill set spanning user research to user interface design. I excel in agile environments, utilizing various methods including remote and in-person user testing, listening labs, competitive audits, user flows, wireframing, and rapid prototyping to transform user challenges into user-friendly design solutions.

With extensive experience in e-commerce, social media, and now AI, I possess a profound understanding of branding, A/B testing, and marketing. As a committed team leader in agile settings, I create supportive environments that encourage collaboration, learning, and mutual respect, while driving projects forward with tenacity and strategic influence.

I'm excited to share that I'll be coming to Frankfurt in January 2025 with a resident work permit.

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## + employment

Present  
2020

Jobcase, Inc.  
Senior Product Design Director

Developed and led a core competency product design plan as a tenacious and influential leader, integrating hard product design skills with the company's core values and reporting directly to the CEO.

Play a strategic and influential role in OKR planning and agile methodology-driven roadmapping for user research and design projects, aligning design efforts with company goals.

Effectively guide and empower direct reports to advance in their career development.

Led the rebranding of Jobcase's web and native app, improving accessibility, and now lead designer for the AI job coach

2020  
2018

Jobcase, Inc.  
Product Design Director

Collaborated with the Product team to conduct usability studies and research to validate user experiences, gaining insights into benchmarks, value propositions, tree testing, findability exercises, and needs assessments.

Established the initial pattern library using atomic design principles for mobile web and native apps, ensuring consistent design standards across all major surfaces and platforms.

Managed and upskilled a team of designers and interns in various aspects of product design.

2018  
2017

Wayfair, Inc.  
Senior Product Design Manager (UX/UI)

Led design for app-specific and cross-platform features, including: View in Room 3D, an augmented reality experience using ARKit (iOS) and ARCore (Android); chat interface for agents and customers; dynamic phone number within Help and Contact Us.

Held cross-functional reviews for design concepts, from initial wireframes and prototypes through feature completion.

Evaluated and iterated upon designs based on findings from usability testing.

## work skills

Wireframes

Interaction Design

Visual Design

Information Architecture

User Flows

Annotations

A/B Testing

Online Usability Testing

In-person Usability Testing

Card Sorting

## software skills

Figma

InDesign

Illustrator

Figma

Fullstory

Invision App

Usertesting.com

Hotjar

Optimal Workshop

Usability Hub

## + employment

2017 ●  
2014

Wayfair, Inc.  
Senior Design Manager/Art Director

Incorporated user experience design, information architecture, and visual design principles to craft unique design solutions across platforms

Collaborated with Product Management and Engineering to ensure creative deliverables met both business and customer goals

Worked closely with developers to implement a pattern library, redesign, and style mapping across all apps in the Wayfair family of brands (Wayfair, AllModern, Joss & Main)

Managed and coached a diverse group of designers with UX and UI backgrounds

2014 ●  
2012

FashionPlaytes, Inc.  
Lead User Experience Designer

Led UI direction of the custom clothing design product, scene creator, contests, and community interactions including friending, commenting, and gamification features

Successfully delivered rapid prototypes and/or wireframes detailing user flows for iOS and online experiences

Established brand guidelines including logo usage, color palette, site styling, app styling, and email templates

2012 ●  
2008

Smarter Travel Media (a TripAdvisor Media Group Company)  
Manager, Creative

Managed a small in-house Creative team of designers and freelance copywriters

Established and evaluated quarterly/yearly goals used to determine compensation rewards

Designed and produced high revenue-earning travel sites, templated email creative, landing pages, and banner ads

Acted as liaison between Corporate and Trademark Attorneys to ensure trademarks are accurately filed

## + employment

2008  
2007

● Smarter Travel Media (a TripAdvisor Media Group Company)  
Senior Web Designer

Lead designer for two online travel brands: SmarterTravel and BookingBuddy

Oversaw conceiving, designing, and production of all creative projects including landing pages, online banners (.gif, Flash, and HTML banners), email templates, stand-alone creative on behalf of advertisers

Improved working relationship between Technology Department and Creative Services

Managed freelancers and junior designers

2008  
2007

● Smarter Living, Inc.  
Interactive Designer

Designed landing pages, online banners, email templates, and stand-alone creative

Supported and interfaced with Marketing Services, Editorial, Sales, Public Relations, and Ad Operations in an effort to deliver superior, consistent creative

Interviewed and hired a design intern who became a full-time hire

2012  
2008

● TJX Companies, Inc.  
Interactive Designer

Conceptualized, designed, and produced a wide range of designs for multiple brands: A.J. Wright, Marshalls, T.J. Maxx, HomeGoods and Bob Stores

Design projects included: HTML emails, landing pages, online banners (.gif, Flash, and Point Roll), templates, and weekly refreshes

Instrumental in the development and writing of ActionScript for multimedia

Successfully designed a Bob's Brigade Contest Page resulting in over 32,500 contest entries and over 2,780 email subscriptions

## + and more

- Present ● Studio J<sup>2</sup>  
2009 Freelance Art Director
- Conceptualize, design, and produce deliverables including logos, printed material, and websites on behalf of: Boston Duck Tours, Frost Ice Bar, Barmakian Jewelers, Union Park Design, Boston's Attractions Group, Robert Cyr Fine Art, Clark and Reid, Davis Square Condominiums, Parish of the Epiphany, Accent Travel, M.F. Reynolds, Inc., and Boston University Labs including Gardner Lab, Tim Collins Lab & Center of BioDynamics
- 2014 ● Suffolk University  
2009 Design Lecturer
- Instructed a college level 4-credit course that provided a broad introduction to the theories, tools, and techniques of visual design and image manipulation

## + education

- 2024 ● Professional, AI for Product Designers Certificate  
ELVTR
- 2023 ● Professional, Midjourney for Creatives Certificate  
Maven
- 2004 ● Professional, Print/Web Design Design Certificate  
2003 Rhode Island School Of Design
- 2002 ● Bachelor's Degree, Bachelor of Science in Communication  
1998 focused on Advertsing, Minor in Psychology  
Boston University

## + awards

- 2018 ● Edison Award Winner  
Wayfair's View in Room 3D
- 2011 ● Davey Awards  
BookingBuddy brand identity package and site design

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