

Justin Allen.

Product Designer

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justindallen.com

Chicago, IL

Professional Experience

Product Designer

ActiveCampaign

Chicago, IL

2021-Present

Designing AI-powered experiences for a B2B marketing and sales platform serving 185k+ customers. Leading end-to-end design for complex product areas, from early discovery through post-launch iteration.

- Designed the segmentation experience from MVP through future state. 82% user activation post-launch, making it one of the most adopted features on the platform.
- Shipped AI-suggested segments and a centralized segment management system, reducing time-to-action for marketers building targeted campaigns.
- Co-led enterprise SSO and OTP security rollout across 200k+ user accounts.
- Contributing designer to CAMP, ActiveCampaign's design system, improving cross-team consistency and shipping velocity.
- Leading a full redesign of the CRM deal record experience, introducing AI-driven prioritization and transparent recommendation surfaces to help sales teams focus on high-value opportunities.

Design Generalist

Justin Allen Creative

Grand Rapids, MI

2019-Present

Solo consultancy focused on brand identity, web design, and product strategy for early-stage startups and small businesses.

- Shipped 30+ projects across brand systems, responsive websites, and digital products.
- Worked directly with founders to translate ambiguous business goals into clear design direction.
- Managed full project lifecycle independently, from scoping through delivery.

Education

Grand Valley State University

BFA, Graphic Design

Allendale, MI

2017-2020

Formal Design Methods: Formalism and Design

Interaction Design Foundation

Chicago, IL

2022

Product Led Certification

Pendo.io

Chicago, IL

2022

Skills

Figma, Prototyping, Design Systems, User Research, AI Interaction Patterns, Complex Data Visualization, Information Architecture, B2B SaaS