Justin Allen.

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Experience.

Product Designer - ActiveCampaign

2021 – Present

Designing AI-powered experiences for a B2B marketing and sales platform serving 185k+ customers. At ActiveCampaign, I led end-to-end design across AI, CRM, reporting, and platform infrastructure. I redesigned the CRM for autonomous AI agents, cutting manual data entry time by 60%, reducing pre-call research from 20+ minutes to under 5, and driving weekly active usage to 82% against a 40% target. I also brought Active Intelligence to mobile, where adoption hit 45% post-launch, more than double the pre-launch baseline.

On the reporting side, I redesigned a legacy automation suite used by 100k+ users, increasing engagement by 12%, and built a reusable data visualization library that powered five report surfaces across the product. I led the segmentation experience from MVP to future state, reaching 82% user activation and making it one of the most adopted features on the platform, and shipped AI-suggested segments alongside a centralized segment management system to reduce time-to-action for marketers.

I also co-led an enterprise SSO and OTP security rollout across 200k+ user accounts and contributed to CAMP, ActiveCampaign's internal design system.

Co-founder / Product Designer - Chroma Design Studio

2020 – 2021

Co-founded a design agency offering product strategy, brand identity, web design, and product design services to early-stage startups and small business owners. Working directly with founders, I helped translate ambiguous business goals into clear design direction across the full project lifecycle, from initial scoping through final delivery.

Over the course of the studio's work, we shipped ~10 projects spanning brand systems, responsive websites, and digital products, serving as a strategic and creative partner for clients navigating the early stages of building their businesses.

Design Intern – Macatawa Bank

2019 – 2020

Supported the marketing department in the production of print and digital marketing materials across multiple channels and branch locations. Collaborated with the marketing team to concept and execute assets aligned with ongoing campaigns and brand standards, using Adobe InDesign, Photoshop, and Illustrator throughout the production process.

Produced hundreds of social media graphics across all active channels, maintaining visual consistency while adapting content to platform-specific formats and dimensions. Designed promotional posters that were approved and displayed across all West Michigan branch locations, requiring close attention to print specifications and brand compliance. Also contributed to out-of-home advertising by assisting in the creation of billboard artwork, gaining hands-on exposure to large-format design and the production requirements that come with high-visibility placements.

Summary.

Product designer with 6 years in B2B SaaS, currently building Active Intelligence at ActiveCampaign, designing AI products that are intuitive, scalable, and built to last. Looking for AI-first product design roles at SaaS companies where the design work is shaping the product, not just polishing it.

Education.

BFA, Graphic Design

Grand Valley State University
Allendale, MI / 2020

Formal Design Methods: Formalism

Interaction Design Foundation
Chicago, IL / 2022

Product-Led Certification

Pendo.io
Chicago, IL / 2022

Skills.

- Human Centered Design
- UI/UX Design
- UX Research
- Accessibility
- Cognitive Psychology
- Prototyping
- User Journeys
- AI Design
- Business Strategy
- Product Management
- Visual Design
- UX Testing
- CSS
- HTML
- Javascript
- Frontend Development

Links.

www.justindallen.com

www.linkedin.com/in/justinallen4