Justin Diaz

Lead Product Designer · Los Angeles & Orange County, CA
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EDUCATION

University of California Berkeley - B.A., Art Practice & Anthropology • Berkeley, CA • 2008 - 2012

PROFESSIONAL EXPERIENCE

Smart Energy Water / Sr. Product Designer - Irvine, CA • November 2023 – Present

- Redesigned hardware-integrated Electric Vehicle Web & App, resulting in 4x closed deals.
- Revitalize utility portal used by millions across web and mobile, including analytic AI tools and dashboards that improve engagement and usability. Drive design system consistency across all subsidiary products, while leveraging AI to build internal tools, components, and prototypes

Freelance (Buenro) / Product Designer (Contract) - Remote

- Built Buenro's design system v2 from scratch: 706 Figma variables and every component, each token named the same as in the engineers' Flutter code. Run design ops across ~2,000 screens and built a docs site (90 pages) joining Figma, Flutter, and written guidance.

Linqia / Lead Product Designer - San Francisco, CA • June 2022 – July 2023

- Led the design team in establishing standards, processes, and principles for collaboration with engineering team, resulting in faster development cycles of features from months to weeks.
- Owned core Workflow product designs, reducing content review cycles from days to hours.
- Created a Content Review & Influencer Payments feature, saving 40 hours per week in efficiency.
- Designed a lean search feature, reducing Creator/Influencer sourcing time from hours to seconds.

Vungle (now Liftoff Mobile) / Lead Product Designer - San Francisco, CA • February 2017 – May 2022

- Solely created an Advertiser and Monetization Self-Serve & Admin manager, streamlining business operations. Enabling rapid deal-making and campaign modifications along with 5x conversions from new & indie developer customers to later top-tier millions of ad revenue spending.
- Products played a critical role during the private equity Blackstone acquisition and Liftoff merger.
- Designed a bidding & precise targeting feature to edit a single campaign at scale resulting in millions in Ad Spend. Created an automated Ad validation that reduced review cycles from weeks to minutes.
- As a design manager; oversaw product designers, design systems, principles, career tracks, and processes for 100% retention and a more design-led product approach.
- Designed a scalable and highly customizable Reporting page for easy metric addition via a plug-and-play backend API reducing the time & cost of new data by more than 50%.

Bizness Apps (now BuildFire) / Sr. UI/UX Designer - San Francisco, CA • August 2012 – December 2016

- Redesigned entire suite of core products through iterative usability testing, modernizing the dated UI and driving 40% fewer support requests, 30% higher client CSAT, and 15+ new features shipped.

SKILLS & TOOLS

- Product Strategy leadership. User Interface (UI), User Experience (UX), Visual, and Responsive Design
- Concept Development, Information Architecture, and Wireframes
- Figma & Adobe Suite. Familiar with HTML and CSS. Agile, JIRA, Scrum, and Lean Practices
- Design Systems/Tokens, Story-mapping, User Scenarios/Research/Testing, User-flows, Prototyping