
JUSTIN POCTA

UX/UI Designer • 972.998.3701 • howdy@justinpocta.com

< objective >

To acquire a Product Design/UX-focused position alongside a smart, strategic team and to contribute thoughtful design solutions.

< experience >

Senior UX Designer (2017) | Multidisciplinary Designer (2014–2016) at Switch Creative • May 2014–PRESENT in Dallas, TX

Part of 5-person brand centered design team, focused on creation of UX/UI web designs for a variety of clients and industries using InVision to prototype mockups and present, alongside supporting junior and our more print-heavy designers by giving mobile/UX feedback for website projects, creating print brochures, and identity work as well as designing and developing Mailchimp emails.

Product Designer at Zipments • JUN 2012–AUG 2013 in New York, NY

Led direction of website and app redesign, collaborating with developers to execute features visually and technically. Worked with business director to guide brand messaging, helped craft and refine product development using Git, Pivotal Tracker, HTML/CSS.

UX/UI Designer + Producer at [x]cube LABS • NOV 2010–FEB 2012 in Dallas, TX

Developed and executed wireframes and user flows, guided art direction and UI design for iPhone apps, communicated requirements and provided prototype QA/feedback to engineering team to polish apps, and managed day-to-day client communications.

Web Designer at Dodd Creative Group • 2010 in Dallas, TX

Led the direction for web design + web development projects, worked with freelance developers to QA, resolve issues and launch websites. Created branding packages, and provided in-house team with research and expertise regarding online strategy for client projects.

Web Designer + Front-End Developer at Deluge Studios • 2008–2009 in Memphis, TN

Worked in independent role under the creative director. Designed & developed websites from scratch to launch, daily management of clients and project process. Custom, hand-written HTML, CSS, Javascript/jQuery with CMS integration via Wordpress/Adobe Contribute.

Freelance Designer at Nomadic Schematic • 2008–2014 in Dallas, TX + Brooklyn, NY

Partnered with various studios and businesses to provide creative direction and interactive design.

Most recent contract work in 2012–14 for Athletics (NY), Lightmatter (NY), Office for Visual Affairs (NY), and Worry Free Labs (NY), .

< education >

The University of North Texas • 2004 through 2008. Major in Communication Design with Minor in Sociology.

< skillset + recognition >

UX/UI Design

InVision Prototyping

Web Design/RWD

Mobile App Design

Adobe Creative Cloud Suite

HTML/CSS

CreativeMornings/DAL • 2015 to 2016 - Chapter Teammate/Social Media Volunteer

DSVC • 2011 to 2012 - Volunteer

Silver Award in W³ Awards • MAR 2011 - Alertometer App

Featured on The Dieline • FEB 2012 - DSVC Invite

Featured on FPO, For Print Only by Under Consideration • FEB 2012 - DSVC Invite

Work accepted into 2011 DSVC Dallas Professional Show • JUN 2011 - Zephyr App

Work accepted into 2007 DSVC National Student Show • MAR 2007 - Butcher's Wife

Top 10 Portfolio Award, UNT Sophomore Midpoint review • MAY 2006

