

LOCATION

3030 Holmes Ave S,
Minneapolis, MN 55408

EMAIL

Justinjgar@gmail.com

PHONE

651.396.3274

LINKEDIN

[Justingar/LinkedIn](#)

JUSTIN GARCIA

Lead UX Designer & Strategist



PROFILE

Lead innovation by championing human-centered design, grounded in a deep understanding of human behavior and cognitive science. I guide teams through rigorous research, strategic collaboration, and empathetic design practices to create digital experiences that are intuitive, inclusive, and impactful — delivering solutions that advance both user well-being and business success

Technical Designer

Elegant Expressionist

Imaginative Mindset

EXPERIENCE

- Apr 2023 - Current
USBank | Lead Experience Designer
 - Lead cross-functional product teams in designing and implementing intuitive web and mobile experiences that balance business objectives with user needs. Partner with stakeholders to define clear requirements and success metrics, while collaborating with development and accessibility specialists to ensure solutions are technically feasible, inclusive, and meet diverse user accessibility requirements.
- June 2022 - Current
MCAD | CE adj. Professor
 - Develop and facilitate advanced UX curriculum through interactive online courses that blend theory with practical application. Lead sessions in 'User Experience Design & Concepts' and 'Design Systems & Prototyping' covering the full UX process from research methodology to high-fidelity prototyping.
 - Foster student growth through hands-on workshops, collaborative critiques, and industry-relevant projects that build portfolios while reinforcing fundamental UX principles. Guide students in applying design thinking to real-world challenges, preparing them to create impactful, user-centered solutions in professional environments.
- Jan 2020 - Current
Freelance | UX/UI Design & Strategist
 - Provide comprehensive UX strategy and design services to clients across industries, delivering end-to-end solutions from discovery research through final implementation. Lead projects encompassing user research, competitive analysis, journey mapping, information architecture, and interactive prototyping to create intuitive digital experiences.
 - Drive business value through evidence-based design decisions, translating research insights into strategic roadmaps and scalable design systems. Facilitate collaborative workshops and stakeholder alignment sessions while developing cohesive visual experiences that strengthen brand identity and achieve measurable business outcomes.
- March 2022 - Nov 2022
Instrument | Lead Strategist / User Experience
 - Spearheaded strategic UX initiatives by facilitating collaboration between stakeholders and cross-functional teams to develop innovative web and mobile features. Implemented structured research frameworks and validation methodologies to ensure solutions met business requirements while addressing core user needs and technical constraints.
 - Mentored strategy team members while fostering knowledge sharing across client ecosystems to elevate design solutions. Conducted in-depth interviews with stakeholders and end-users to uncover critical pain points and opportunities, then partnered with project leadership to develop actionable roadmaps and deliverables that aligned with client expectations and timelines.

EXPERIENCE

Continued

- Oct 2020 - Feb 2022
Ventech Solutions | Sr. UX/UI Designer & Strategist
 - Established agile product development frameworks integrating user research phases to drive project success. Designed mixed-method research approaches that revealed key user insights and prioritized high-value opportunities.
 - Guided five development teams in implementing human-centered design principles throughout product delivery. Championed UX practices organization-wide by demonstrating the strategic value of user-focused methodologies to stakeholders.
 - Facilitated design thinking workshops and team collaborations that improved cross-functional alignment. Created comprehensive design deliverables including interactive prototypes and component libraries that streamlined implementation.
 - Built strong client relationships through clear communication and strategic guidance from concept through launch, ensuring expectations were aligned with deliverables.
- Jan 2020 - Jun 2020
Design Center | UX/UI Designer
 - Designed responsive web and native mobile applications using evidence-based UX methodologies. Led agile sprint planning and facilitated client workshops to ensure alignment and timely delivery of high-quality digital products.
 - Conducted user research and competitive analysis to gather actionable insights, transforming data into compelling visualizations that informed strategic decision-making. Applied ethnographic frameworks to identify opportunities and quantify potential ROI, helping clients prioritize features that maximized business impact while meeting user needs.
- Sept 2017 - Jan 2020
Knock Inc | Environmental & Experience Designer
 - As a designer, I am proficient in a range of software tools including Adobe XD, Sketch, Adobe CC, Auto-Cad, SketchUp, and KeyShot, which I utilize to develop innovative solutions for both digital and physical experiences. To achieve this, I begin by creating persona storyboards that help to identify consumer pain points, needs, goals, emotions, and motivations, allowing me to tailor my designs to meet the needs of end-users. Throughout the design process, I apply ethnographic methodologies and principles to ensure that my concepts remain grounded and focused on the needs of the user. In the case of physical spaces, I use environmental software to design spaces and highlight areas of opportunity.

EDUCATION

- 2009 - 2015
B.F.A. | Industrial Design, University of Wisconsin - Stout

SOFTWARE SKILLS

Figma & FigJam,
Adobe CC Suite & XD
Google Suite, Microsoft Office,
Miro, Mural, Confluence, Trello,
Asana, Jira

TECHNICAL SKILLS

Storyboarding & User Journey's
Wireframing & Prototyping
Design Systems Development
Information Architecture
Rapid Ideation & Visualization

DESIGN RELATED SKILLS

Human-Centered Advocate
Continuous Learner
Architecture and interior design
VR/AR Design
Ethnographic research

References Upon Request