

JUSTIN DEGEER

UX/UI Designer

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www.justindegeer.com

EXPERIENCE

Product Designer // The Kaleidoscope

Jan 2024 - Aug 2025 | Remote

- Spearheaded the end-to-end redesign and platform pivot (WordPress to Wix Studio), leading all aspects of the design system, implementation, and optimization.
- Executed the complete design phase in Figma, establishing a cohesive design system, high-fidelity wire-frames, and an accessible, user-centered layout.

Product Designer // Corinna's Art

Feb 2022 - May 2022 | Guelph, ON

- Drove a 28% increase in online sales by serving as the sole Product Designer for the client's new e-commerce platform, managing the project from initial concept through final launch.
- Streamlined the user experience by developing wire-frames in Figma and customizing a WordPress template, ensuring the design was optimized for visual product display and a clear purchase path.
- Established performance tracking by integrating Google Analytics and regularly communicating with the owner, leveraging ongoing data to inform site layout adjustments and continuous conversion rate optimization.

Product Designer // Designed By Dai

Oct 2021 - Jan 2022 | Guelph, ON

- Achieved a 50% increase in client sales by serving as the sole Product Designer responsible for overhauling the brand's e-commerce presence
- Defined the final user experience by developing detailed wire-frames and visual concepts in Adobe XD, ensuring a seamless flow and high-conversion path that aligned with the owner's strategic vision.
- Maximized site performance through successful WordPress implementation, integrating SEO best practices and analytics to drive continuous optimization and track revenue growth.

EDUCATION

Webflow 101

Webflow University
2023

Google UX Design Certificate

Coursera
2022

Skillshare

UX/UI Design Essentials
2021

Conestoga College

Diploma in Mechanical Engineering
Robotics & Automation
2016

SKILLS

UX/UI Design

Accessibility	Branding
Interactive UI	Prototyping
Responsive UI	UI Design
Visual Design	Wireframing

Research

Market Analysis	Personas
Usability Testing	User Interviews
User Journeys	User Research
UX Insights	

TOOLS

Canva	Figma
Google Suite	Illustrator
Webflow	WIX
WordPress	Visual Studio