

JUSTIN WITMAN

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<http://justinwitman.com>

PROFESSIONAL EXPERIENCE

Comcast Interactive Media (CIM), Philadelphia, PA (Aug 2010-Present)

UX Researcher

- Designed generative and evaluative studies to gain user insights, validate concepts and uncover new products or business opportunities.
- Translated research insights into actionable recommendations and direction through infographics and data-visualization.
- Lead and participated in collaborative sessions with UX and product teams to apply insights and findings to business and design decisions and ideas.
- Identified trends and patterns in user behavior to create frameworks for future design thinking and product development.

Cross-Platform Hybrid UX / IA

- User experience / information architect between three components of SmartZone and XFINITY brands, working with SmartZone product team, XFINITY Help team and XFINITY Manage team. Designed and annotated wireframes, developed user flows and best practices for emerging Xfinity.com initiatives; framed comprehensive unification guidelines on UX wiki for preexisting product integration.
- Met product team goals and responded to creative team's iterative recommendations and engineering team's requirements to unify Comcast Communication products under the XFINITY brand by producing designs, and creating brand design specifications.

Humantics, Philadelphia, PA (2010)

Lead Strategist/Owner

- Co-founder of service design company focused on science and design of sustainable collaborations, founded on basic principles of human behaviors that govern learning, motivation and purpose within social systems and organizations.
- Target stakeholder aggregation for client initiatives built through research, data mapping and interviewing.
- Lead Ethnographer, conducting field research, observation tactics and socio-analytic launch points for interaction and solution forming.
- Design workshop programs for clients to explore benefits of human centered design approaches to business.
- Clients include Philadelphia Human Resource Planning Society, EACUBO, The University of the Arts

The Marathon Group, Morristown, NJ (2008)

Associate Art Director

- Conceptualized/designed multiple large-scale campaigns for multi-billion dollar Saint Barnabas Health Care System, including full page ads in Sunday edition of NY Times.
- Directed production artist and design staff for several major Saint Barnabas Health Care System initiatives.
- Designed all printed materials, signage and logo for benefit event during the historic final game at Yankee Stadium.
- Designed/ produced over one hundred print and advertising campaigns ranging from newsprint to publications using InDesign, Photoshop and QuarkXPress.

Unreal Marketing, Narberth, PA (2005-2007)

Interactive Designer

- Managed/executed marketing initiatives for high profile clients including Wilmington Trust, Bayada Nurses, Philadelphia Apartment Company and MyFreeCreditReport.com.

- Created online and offline design solutions, incorporating branding, interactive design and search engine optimization, using Photoshop, Illustrator, Google Analytics and basic understanding of HTML, CSS, PHP, CMS affordances
- Directed creative process of small business division creative team.
- Owned and managed client relationships. On-boarded over 100k of new clients in first quarter while partnering with business development department.

Monsoon Microstudios, Philadelphia, PA (2004-2005)

Graphic Designer

- Designed identity logotypes and created full branding rollout for Philadelphia clients, including Philadelphia Parks Alliance and The American Swedish Historical Museum.
- Developed branding strategies and designs for select companies, including the Philadelphia parks alliance, and the American Swedish historical museum.

Otto Design Group, Philadelphia, PA (2004)

Industrial Designer

- Designer for premier industrial design group in Philadelphia
- Designed and fabricated retail fixtures for several Urban Outfitters projects, including Minnesota Mall of America and Brooklyn locations.

EDUCATION

The University of the Arts. 2008-2010

Master in Design, Philadelphia, PA

The University of the Arts. 2000-2004

Bachelor in Industrial Design, Philadelphia, PA

SPEAKING/WORKSHOPS

Design Philadelphia 2010 -The Future of Design Education

Ignite Philly -Collaboration and Cognitive Tools

EACUBO -Designing a Better Financial Language

Vizthink -Designing the Collective Purpose of Groups

Philadelphia Human Resource Planning Society-Visualizing "Human" Resources

TECHNICAL SKILLS

Prototyping, Photoshop, Illustrator, InDesign, Quark Express, Word, PowerPoint, Excel, OmniGraffle, HTML/ CSS/ PHP allowances, Interviewing clients, Ethnography, Data mapping, Infographing and data visualization