

# JUSTINE LUIS

justaluis@gmail.com justineluis.com 925.460.7577

Design & accessibility leader based in the San Francisco Bay Area, passionate about empowering teams to create compelling experiences that drive growth

## EXPERTISE

**18+** UX | VISUAL  
YEARS DESIGN

**8+** LEADERSHIP |  
YEARS MENTOR

Strategy ● ● ● ◐

Accessibility ● ● ● ◐

Research ● ● ● ○

Design System ● ● ● ●

Adobe Suite ● ● ● ○

Zeroheight ● ● ● ○

Figma ● ● ● ◐

Sketch ● ● ● ○

## WORK EXPERIENCE

May 2021- Current

### Senior UX Manager

GAP INC., SAN FRANCISCO, CA

- Manage a team of 7 UX designers and developers to create responsive web and mobile app experiences that meet user needs and align with business goals.
- Implement a design system that improves consistency and efficiency across multiple product teams.
- Adopt WCAG 2.2 accessibility best practices, resulting in improved usability and compliance with industry standards.
- Direct creative for multiple digital products, aligning with brand guidelines and enhancing user experience.
- Develop internal tools that streamline workflows, reducing project turnaround time by 40%.
- Mentor junior designers and collaborate with cross-functional teams to define project goals and timelines.

May 2017- May 2021

### Principal Cross Brand UX | Visual Designer

WILLIAMS SONOMA INC., SAN FRANCISCO, CA

- Successfully led the creation of a multi-tenant design system across 6 William Sonoma Brands within an expedited 9 month timeline, improving consistency and efficiency across products.
- Improved shop experiences by working on several micro front-end (MFE) projects, enhancing the overall user experience.
- Collaborated with executives to create high-fidelity comps and prototypes for omni-channel platforms, ensuring alignment with brand guidelines.
- Worked cross-functionally to ensure successful project completion and mentoring junior and intermediate designers for skills growth and career development.

June 2012- May 2020

### Adjunct Professor, Web Design New Media

ACADEMY OF ART UNIVERSITY, SAN FRANCISCO, CA

- Contributing member of the Advisory Board, providing guidance in the development of current and future curriculum to ensure relevance and industry alignment.
- Led a cohort to explore theory, principles, and application of user experience, utilizing best practices and curriculum to support each student's thesis project.

November 2016 - March 2017

## Director of User Experience

VITAGENE, SAN FRANCISCO, CA

- Managed project resources, timing, and scope for web, mobile, print, and packaging design, ensuring successful delivery of Omnichannel experiences.
- Optimized website for B2C consumer transactions, creating a mobile-first environment that increased convergence by 100%.
- Contributed to CMS implementation and building of web pages using new templates and use digital scrum board to collaborate with VP of product and move projects forward in an Agile environment.

August 2015 - November 2016

## UX/Visual Design Manager

TESLA MOTORS, FREMONT, CA

- Successfully led cross-functional teams to determine project scope, timing, and budgetary requirements for all Omnichannel experiences, including the launch of Model X, the relaunch of Model S, and Powerwall, resulting in increased sales and brand recognition.
- Provided strategic direction and leadership to a team of user experience and visual designers ensuring all business objectives were clearly defined and aligned with the company's vision.
- Collaborated with international teams to ensure alignment of user experience strategies with regional requirements, resulting in a consistent and cohesive experience for customers worldwide.

June 2012- May 2020

## Adjunct Professor, Web Design New Media

ACADEMY OF ART UNIVERSITY, SAN FRANCISCO, CA

- Contributing member of the Advisory Board, providing guidance in the development of current and future curriculum to ensure relevance and industry alignment.
- Led a cohort to explore theory, principles, and application of user experience, utilizing best practices and curriculum to support each student's thesis project.

November 2014 - July 2015

## UX Design Manager

BIO-RAD LABORATORIES, HERCULES, CA

December 2010 - November 2014

## Sr UX Designer

WILLIAMS SONOMA INC., SAN FRANCISCO, CA

## PERSONAL OVERVIEW

### SPEAKING

- Experience Design Summit, 2016

### CERTIFICATIONS

- W3C/EDX training course, 2022
- UX Immersion Mobile Conference, UI Engineering, 2013
- UX Week, Adaptive Path, 2011
- Photoshop World Conference & Expo Workshop, NAPP, 2009

### EDUCATION

June 2011

#### MFA, Web Design

ACADEMY OF ART UNIVERSITY

June 1999

#### BS, Oceanography

UNIVERSITY OF WASHINGTON, SEATTLE