

JUSTINE LUIS

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

20+ UX | VISUAL
YEARS DESIGN

10+ LEADERSHIP |
YEARS MENTOR

8+ Omni Channel **4+** Native Mobile Apps
5+ Design Systems **4+** Enterprise

SKILLS

Strategy	●	●	●	●	○
Accessibility	●	●	●	●	◐
Research	●	●	●	●	○
Figma	●	●	●	●	◐
Sketch	●	●	●	●	○
Adobe Suite	●	●	●	●	○
Zeroheight	●	●	●	●	○
CSS	●	●	○	○	○

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

SPEAKING

- Experience Design Summit, 2016

EDUCATION

June 2011
MFA, Web Design
ACADEMY OF ART UNIVERSITY

June 1999
BS, Oceanography
UNIVERSITY OF WASHINGTON, SEATTLE

EXPERIENCE

July 2023- Present | Abercrombie & Fitch, New Albany, OH

Senior UX Manager

- Led the creation of a multi-touchpoint strategy that improved customer experience across multiple product teams while working towards WCAG 2.2 accessibility standards.
- Implemented a design system that improved the company's efficiency across multiple product teams
- Directed the creation of multiple digital products, collaborating with brand teams to enhance user experience
- Reviewed completed work to verify consistency, quality, and conformance.
- Established and monitored KPIs to evaluate performance and identify areas for improvement.

May 2021- June 2023 | Gap Inc., San Francisco, CA

Senior UX Manager

- Led team of 7 UX designers and developers to deliver responsive web and mobile app experiences aligned with business objectives.
- Established a design framework enhancing uniformity and productivity for product teams.
- Led creative direction for diverse digital products, ensuring adherence to brand standards.
- Managed annual budgeting and forecasting, optimizing resource allocation.

May 2017- May 2021 | Williams Sonoma inc., San Francisco, CA

Principal Cross Brand UX | Visual Designer

- Enhanced product consistency and efficiency by leading a multi-tenant design system initiative across six brands.
- Improved shop experiences by working on several micro front-end (MFE) projects, enhancing the overall user experience.
- Conducted A and B testing of different design elements to measure effectiveness.
- Managed multiple projects simultaneously while meeting deadlines and maintaining quality standards.

June 2012 - May 2020 | Academy of art university, San Francisco, CA

Adjunct Professor, Web Design New Media

November 2016 - March 2017 | Vitagene, San Francisco, CA

Director of User Experience

August 2015 - November 2016 | Tesla motors, fremont, CA

UX/Visual Design Manager

November 2014 - July 2015 | bio-rad laboratories, hercules, CA

Principal Cross Brand UX | Visual Designer