

Justin-Paul Nuval

User Experience Thinker and Designer

CONTACT

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 justinnuval.com

EDUCATION

General Assembly 2021

UX Design Immersive Program

University of California, San Diego 2020

B.A. in International Studies –
International Business
Minors: Design & Global Health

SKILLS

UX/UI Design
Market & User Research
Affinity Mapping
Persona Creation
Information Architecture
Wireframing
Prototyping
Visual Design
Creative Thinking & Curiosity

PROGRAMS

Adobe Illustrator
Adobe InDesign
Adobe XD
Figma
Google Workspace
Invision
Sketch

CERTIFICATIONS

Content Marketing
Inbound Marketing
Accessible Design (Upcoming)

EXPERIENCE

Front-of-House Trainer & Server

Din Tai Fung, Mar. 2021 – Present

- Interacted with and delivered exceptional service to 500+ guests per shift
- Helped onboard new front-of-house staff, training them on the tasks and duties in relation to the Greeting, Bussing, and Food Running Departments
- Memorized 50+ menu items and helped guide guests to their ideal dining experience, taking into account allergens and dietary restrictions

UX Researcher and Designer

Open Book, Dec. 2021 – May 2022

- Conceptualized and prototyped a mobile app that helps users facilitate better conversations by providing a more structured collection of resources
- Created deliverables in collaboration with 3 other UX designers consisting of but not limited to research, research synthesis, a user persona, wireframes, and prototypes
- Built a component-based system and UI Kit to effectively execute interaction design

UX Design Immersive Student

General Assembly, Sept. 2021 – Dec. 2021

- Completed a 12-week, 400+ hour UX Design program focused on user-centered design methods, design thinking skills, team collaboration, and client relations
- Participated in multiple design sprints through an agile UX workflow to push forward iterative design thinking
- Presented design solutions to stakeholders, helping establish funding for further research and development

Marketing Associate

GoodWallet, Dec. 2020 – Mar. 2021

- Brainstormed and developed short-term marketing plans, increasing nonprofit partnerships by 5% and users by 3%
- Designed, created, and organized web assets for the company's website, producing a more user-friendly and visually aesthetic experience

Event Planning and Marketing Assistant

UC San Diego (IFSO), Dec. 2019 – Sept. 2020

- Developed a department-specific rebranding and marketing plan to create a more cohesive brand identity
- Advertised events and resources to visiting faculty and scholars through emails and social media, increasing engagement by 45%

