

Justin Carrasco

Product Design Leader

Contact

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Summary

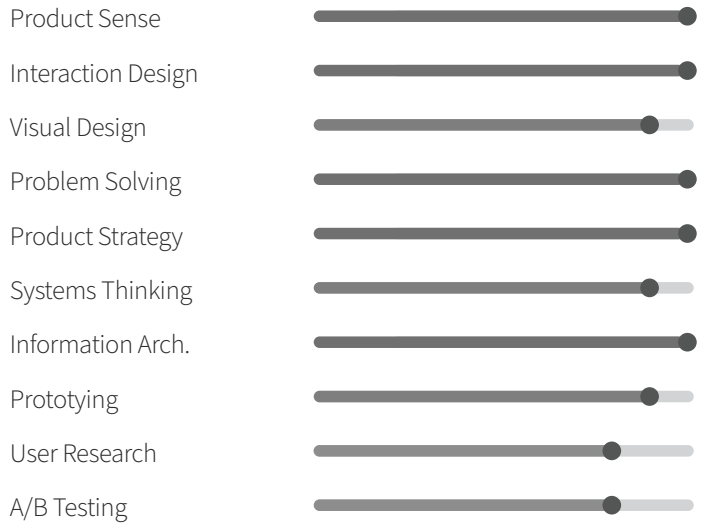
Accomplished product designer specializing in breaking down complex problems, identifying user needs, and collaborating with cross functional teams. Experience with zero-to-one strategy, prioritization, and building teams.

More than anything, I enjoy working on impactful products that make peoples' lives better.

Experience

- 12.2023 – present**
Freed AI / *Staff Product Designer*
First design hire; introduced AI features to clinicians that saved them from time-consuming administrative tasks
 - Helped grow user base from 6k to 12k users
 - Launched AI-powered personalization features that reduced churn from 5.5% to <4%
- 09.2022 – 12.2023**
Disco / *Staff Product Designer*
Player/coach design leader; streamlined onboarding and path to initial value for e-commerce customers
 - Added features that shorted the path to value from 90 days to ~ five minutes
 - Led UX research to justify a necessary overhaul of an underperforming online shopping tool
- 04.2021 – 09.2022**
Klaviyo / *Lead Designer / Manager*
Design manager; led a team of six designers focused on introducing SMS into the product and overhauling the marketing automation tool
- 09.2018 – 04.2021**
Meta (Facebook) / *Product Designer IC5*
Launched v1 of Meta Business Suite, a slimmed down version of Ads Manager for entrepreneurs and creators
 - Boosted ad revenue among entrepreneurs and SMBs by 15% within the first year after launch
- 05.2017 – 09.2018**
Klaviyo / *Senior Product Designer*
Led the design of Klaviyo's flagship marketing automation tool, Flows

Hard Skills



Soft Skills



Tools, etc.



Education

University of Connecticut
Storrs, CT · Class of 2006

Interests



Sci-fi



Cocktails



Stand-up



Breakfast



DIY