



Justin Fraga

PRODUCT DESIGNER

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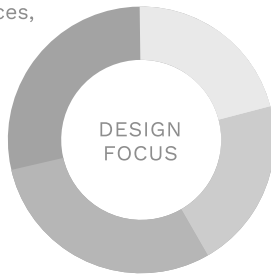
WEB
justinfraga.com

BACKGROUND

I'm a product designer who loves what I do. I've designed magical experiences at Disney, smart products at Nike, and founded the top ranked iOS app for 12 step meetings, Pink Cloud. I have experience in health & wellness, B2B, e-commerce, wearables & hardware, streaming, intelligent spaces, and other fields.

INTERACTION DESIGN

prototypes, interfaces,
motion, user flow



UX STRATEGY

personas, mental models,
journey mapping

VISUAL SYSTEMS

layout, icons, type, color,
brand, libraries

INFO ARCHITECTURE

navigation, data visualization,
contextual requirements

TOOLS

Figma, Adobe CS, Protopie, Principle, Origami, After Effects, Lottie animation, Asana, Jira, Pivotal

PATENTS

MUSIC ENGINE
US9595932

Adaptive music mobile app that analyzes athletic output and remixes music to match the user's exertion level for enhanced flow state, motivation and performance. (Nike Innovation Kitchen)

FLIGHT TIME
US9523704B2

Development of athletic performance metric which is highly predictive of speed and power output in complex footwork sports, such as basketball. (Jordan Footwear Innovation)

RECENT EXPERIENCE



PRINCIPAL DESIGNER
Walmart • Discovery & Acquisition
2022 - Present



CO-FOUNDER/DESIGNER
Pink Cloud • 12 Step Meeting Finder
2016 - 2023



PRODUCT DESIGNER
Facebook • News Feed
2020 - 2022



SENIOR DESIGNER
WeWork • Enterprise Technology
2019 - 2020



LEAD UX DESIGNER
Disney • Games & Interactive Experiences
2017 - 2019



SENIOR INTERACTION DESIGNER
Steelcase • Smart + Connected
2016 - 2018



DESIGN STRATEGY CONSULTANT
IDEO
2017



UX DESIGNER
Nike • Smart Sensing & Innovation
2014 - 2016



UX DESIGNER
Nike • FuelBand & Nike+
2012 - 2014

EDUCATION



M.S. PRODUCT DESIGN
Stanford University
2010 - 2012



B.S. ELECTRICAL ENGINEERING
Cal Poly, San Luis Obispo
1999 - 2004

FURTHER DETAILS

www.justinfraga.com