

Justin Mitchell

// PROFILE

I have worked in product design, development, and marketing for some of the most exciting startups in the world and love being on the ground floor of a new product or brand development. My experience on both the technical and design front makes me an invaluable asset as a bridge between the design & engineering teams. With thousands of app builds and website launches under my belt I am one of the few people who has been involved at every stage of the product development life cycle

// CONTACT

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PORTFOLIO

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// EDUCATION

INTERPERSONAL COMMUNICATION

2009 - 2013

University of Central Florida

// EXPERIENCE

SweetRush

2016 - Present

Creative Director

- Lead creative design on multiple projects at once, guiding designers and developers
- Advise engineering team on technical projects & create prototype demos for proposals
- Design innovative e-learning experiences hinging on gamification and mobile first
- Provide exciting solutions for clients such as Bridgestone, Cox, Hilton & Google
- Worked extensively with VR & AR building custom experiences & solutions

SoFriendly

2016 - Present

Founder & Creative Director

- Help startups build user focused designs and products with business growth in mind
- Focus on the experience at every stage of the user life cycle and funnel
- Push existing products to the next level via UX Audits & Content Optimization
- Worked with clients such as Marriott, Georgia-Pacific, & Boy Scouts of America

NXT-ID Inc.

2012 - 2016

Co-Founder & Product Design Engineer

- Lead company through product ideation, prototype, and production
- Co-Inventor of over 25 pending patents & 1 granted patent
<https://www.google.com/patents/US9407619>
- Went public on the NASDAQ under the symbol NXTD
- Managed embedded & mobile development teams

JMitch Consulting Inc.

2011 - Present

Owner

- Lead design and development for both onshore and offshore teams
- Implemented agile development practices and lean startup model
- Guided launch strategy and product market fit for clients and startups