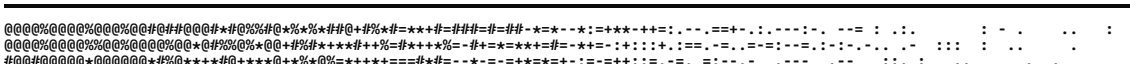
JUSTIN FREILER

PRODUCT DESIGNER PRODUCT / INTERACTIVE / BRAND NORRISTOWN, PA IAM@JUSTINFREILER.COM
JUSTINFREILER.COM



(00) SUMMARY

Product designer with over 20 years of experience driving end-to-end product strategy, design systems and emerging interface architecture. I specialize in turning complex AI capabilities—conversational UI, agentic workflows and human-in-the-loop patterns—into **intuitive**, scalable experiences, and I lead cross-functional teams from v i s i o n to shipped product for global enterprise brands.

(01) EXPERIENCE

FREELANCE
PRESENT

DESIGNER

- Partner with executive leadership at marquee brands (Nike Vision, NFL, AmEx) to set digital product vision, interaction standards and design systems.
- Lead end-to-end UX/UI architecture for high-impact web and mobile initiatives, turning complex requirements into scalable production frameworks.

STRIDEUX
2025 – 2026

LEAD DESIGNER

- Spearheaded the agency's AI application practice, defining human-AI interaction guidelines, prompt-driven UI frameworks and agentic UX patterns for enterprise clients.
- Directed end-to-end product design across concurrent enterprise engagements (IntelliShift, Respondology, Taskray), shaping roadmap strategy with C-suite stakeholders.
- Established design-to-development handoff standards and component libraries, accelerating delivery across multidisciplinary teams.

NXT HUMANS
2024 – 2025

LEAD DESIGNER

- Architected enterprise-grade, multi-brand design systems with component governance, WCAG accessibility standards and scalable token structures for large app suites.
- Designed and deployed new conversational AI interface patterns for enterprise intranet platforms, bridging model constraints and seamless user experience.

CAPGEMINI
2023 – 2024

LEAD DESIGNER

- Led the development of a design system for an internal suite of apps.
- Conceptualized components for a conversational AI intranet dashboard.

DEERFIELD AGENCY
2022 – 2023

CREATIVE DIRECTOR

- Developed creative strategy and research for healthcare clients, and directed art for healthcare marketing campaigns.
- Designed brand identities and UX/UI for Deerfield's internal digital products and responsive websites.
- Provided onsite Figma training and mentorship.

GOODFOLKS — 2021 – 2022

LEAD DESIGNER

- Led UX/UI design for healthcare and fintech digital products, and created and managed design systems for mobile applications.
- Developed creative strategy, art direction, branding and identity systems for consumer websites.

EPAM — 2021

LEAD DESIGNER

- Led UX/UI design and design systems for fashion and beauty e-commerce platforms.

COGNIZANT — 2020 – 2021

SENIOR ART DIRECTOR

- Led creative research and strategy for digital and print, and directed art for branding and identity.
- Designed and prototyped UX/UI for web and mobile; created, implemented and managed design systems; trained and mentored designers.

MOBIQUITY — 2018 – 2020

UX/UI DESIGNER

- Designed UX/UI for mobile applications and responsive websites; built prototypes and ran beta testing.

REFINERY · MINDFLOOD — 2006

ART DIRECTOR · DESIGNER

- Designed Flash and HTML websites, kiosk applications and banner campaigns, and directed art for web projects.

2ADVANCED · WEBPRO — 2002 – 2005

DESIGNER

- Designed Flash websites and video game interfaces, coded front ends, and researched and designed brands and logos.

(02) SKILLS

STRATEGY & SYSTEMS LEADERSHIP

- Product strategy and vision
- Design system architecture and governance
- Cross-functional leadership
- Executive alignment
- Design mentorship
- WCAG accessibility
- Information architecture
- End-to-end product design

AI & INTERACTION PATTERNS

- Conversational and chat UI
- Agentic workflow design
- Human-in-the-loop patterns
- AI interface architecture
- Model output legibility and trust
- Prompt engineering concepts
- Data visualization

AI, CODE & EMERGING TECH

- Claude Code
- Cursor
- GitHub
- Vercel
- Midjourney
- Gemini
- ChatGPT
- Kling

COLLABORATION & HANDOFF

- Figma
- Jira
- Confluence
- Linear
- Monday
- Miro
- Slack
- Google Workspace
- Microsoft 365

(03) EDUCATION

East Carolina University — Graphic Design — 1998 – 2002

New Horizons Computer Learning Center — Web Design and Information Technologies — 2002

(04) LINKS

JUSTINFREILER.COM · LINKEDIN · BEHANCE · INSTAGRAM · ALIEN INTERACTIVE