

# JJ Bastida

Product Designer

He/Him

 <https://jjdesign.space>

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Hello! My name is JuanJose (JJ) Bastida.

I'm a Product Designer who loves to understand systems, craft digital interactions, enhance accessibility, and exploring unique solutions to interesting problems through collaboration!

Having previously been a developer, I happily balance the technical complexities of implementation and the nuances of CX (customer experience) and UX design.

## Work Experience

@Geotab • 2021 - Present

### Product Designer

Increased positive user reviews and decreased internal friction by balancing our product's value and understanding user needs.

- Optimized how internal users moved through our website by cross-functionally working with Marketing, HR, Content, Dev, Business Systems and CX.
- Researched user groups and designed interaction patterns for our public facing website.
- Reduced core-user time spent on our "extensions" by revising the experience to better align with user goals.
- Expanded our design system to seamlessly integrate "extensions" into our core product.

@Geotab • 2020 - 2021

### Web Developer

- Improved accessibility on the company website by over 70%.
- Created a fully developed component based library.
- Collaborated with other developers to enhance our company's primary public facing website.

#Freelance

### Charo Villa Therapy Web Experience

Increased Charo's audience/client base and built trust with new incoming clients.

- Created a content plan, coherent visual aesthetic, information architecture, and coded the website.

## Post Secondary Education

@Sheridan College • 2016 - 2020

### Honours Bachelor of Interaction Design

Degree

@Sheridan College • 2015 - 2016

### Art Fundamentals

Diploma

## Extra Curricular

@Sheridan College • 2016-2019

### Interaction Design Mentorship

Engaged in 250+ hours of peer mentorship. Giving critique, empathizing with peer struggles, and volunteered as an in-class tutor for first year students.

@Elevate Hackathons • 2018

### TD Hackathon

Participated in a 40 hour Hackathon where as a team we collaborated to enrich Torontonians' wellbeing using music, data and technology.

@Sheridan College • 2016 - 2019

### Interaction Design Student Council

Organized and influenced critical changes to our program's structure. Worked alongside peers, alumni, and professors.