

JJ Bastida

<https://jjdesign.space>

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Design Technologist Lead

UX Designer

He/Him

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Hello! My name is Juan Jose (JJ) Bastida. 

I'm a designer who loves to understand systems, craft digital interactions, enhance accessibility, and simplify processes.

As a technologist, I happily balance the technical complexities of implementation and the nuances of UX and UI.

Post Secondary 

Honours Bachelor
of Interaction Design

Sheridan College 2016-2020

Art Fundamentals

Sheridan College 2015-2016

Work Experience

Design Technologist Lead

Athlon Studio 2024 - Present

Established new processes around development, operations, and project hand-offs while managing a growing team of Technologists.

- Built and managed a Design Technology department; scoping services offered, job descriptions, and established team standards.
- Collaborated with cross-functional teams to re-enforce positive communications between designers and developers.
- Built 3 different apps from end-to-end including scope, resourcing, design, frontend, backend, hosting, implementation, and QA.

Design Technologist

Athlon Studio 2023 - 2024

Strengthened internal development and design teams by communicating cross-functionally.

- Improved internal productivity by releasing multiple internal tools and automations.
- Collaborated internally and externally with clients to properly scope technical implementation.

Product Designer

Geotab 2021 - 2023

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 Customer Experience.
- Researched user groups and designed interaction patterns for our public facing website.
- Expanded our design system to seamlessly integrate "extensions" into our core product.

Front-end Web Developer

Geotab 2020 - 2021

- Improved accessibility on the company website by over 70% and to WCAG 2.0.
- Created a fully developed component based library in Typescript (React).
- Collaborated with other developers to enhance our company's primary public facing website.