



# Justin Golt

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## EDUCATION

Art Institute of Philadelphia B.S. Design

## SKILLS

Product Strategy  
UX Strategy  
System Thinking  
North Star Vision  
Experience Architecture  
Design Systems  
Interaction Design  
Complex Workflows  
Multi-Surface Design  
Prototyping  
Wireframing

Research Synthesis  
Usability Testing  
Accessibility  
Visual Design  
Cross-Functional Leadership  
Stakeholder Alignment  
Design Direction  
Cross Platform  
Data-Informed Design  
AI-Assisted Experience Design  
Generative AI

## SOFTWARE

Figma  
Principle  
ProtoPie  
Framer  
Maze  
UserZoom  
Hotjar  
Amplitude  
Usertesting  
Optimizely  
Zeplin

Confluence  
Jira  
Asana  
Storybook  
Sketch  
Voiceflow  
Runway  
Midjourney  
Firefly  
Adobe Creative Suite  
HTML & CSS

## MENTORSHIP

Official onboarding and design mentor at Amazon (formerly Deloitte).  
Mentor interns, new hires, and colleagues, and support university programs and portfolio reviews.

Justin is a product design lead with 12+ years of experience leading cross-functional teams to create intuitive, data-driven, and visually compelling user experiences across e-commerce, entertainment, and government. He drives end-to-end design for large digital products, turning complex problems into simple, engaging solutions while mentoring teams and shaping strategy for maximum impact.

## PROFESSIONAL EXPERIENCE

### Amazon

#### Senior Product Design Lead - Prime // July 2024 - Present

As a Lead Product Designer for Amazon Prime's 230M+ members world wide, Justin delivers measurable business impact through data-driven design. He increased Prime member engagement and value by +163k annually, contributing +284m in retail sales. Free trial retention doubled, and he launched a subscription platform with up to 577% higher conversions. Subscriptions per member rose from 0.48 to 0.51, and he improved benefit discovery, now scaling internationally.

#### Senior Product Design Lead - Music // July 2022 - July 2024

As Product Design Lead for Amazon Music, Justin drove 1.2MM+ livestream views and \$1.6MM+ in revenue, achieving 10x engagement growth (from <300K to 3.2MM+ views YTD). His In-Stream Incentives platform generated 250K+ QR scans and 54K+ subscriptions. He contributed to +18% HVA goal achievement with 250K+ discovery clicks, now scaling internationally.

### Deloitte Digital

#### Product Design Lead // May 2021 - July 2022

Justin played a fundamental role in the strategy, conception and design of well-informed digital experiences. He brought unprecedented creative thought and approaches to every account with a fresh perspective, while avoiding redundancy, generating distinct ideas across all existing and emerging platforms. His work built awareness in ways that are imaginative, engaging, and essential to target markets.

#### Senior Product Designer // August 2018 - May 2021

Justin directed design vision on multiple client projects, anticipated client responses and accommodating project constraints. He assisted with creative vision for the experiences and was responsible for design direction and production. He served as a lead designer on projects with CD leadership and managed others on the team.

### Golt Design

#### Brand & Product Design Lead // January 2018 - August 2018 *(occasional ongoing consulting)*

Led end-to-end product design and brand experience projects for startups, agencies, and mid-size companies. Operated as the primary strategist, researcher, and design lead, defining product requirements, building interaction models, delivering prototypes, and guiding teams through implementation. Partnered directly with founders, PMs, and engineers to ship 0-1 experiences and improve conversion.

### Grafik Branding & Digital Agency

#### Senior Product Designer // January 2015 - January 2018

Justin had a key role in developing brands and digital products for a diverse range of clientele. With a vision for what is possible Justin managed and worked within the agency to execute award winning work.