

Justin Mabee

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PROFILE

Brand and digital designer with 13+ years creating impactful brand identities, logos, and digital experiences. Expert in translating brand strategy into compelling visuals across web, print, and social platforms. Delivered 600+ creative projects blending design, storytelling, and strategic thinking to help brands grow and connect with their audiences. Interested in expanding my horizons to work with a close-knit team at an agency or small to midsize company.

CORE SKILLS

Design Tools: Figma, Squarespace, Webflow, Framer, Adobe Creative Cloud

Development: HTML, CSS

Strategy: Brand, content, and product strategy

Workflow: Notion, Google Workspace, Claude and other AI tools, Slack, Raycast

Specialties: UX/UI design, prototyping, responsive design, community management, project leadership

Tool Usage: Jira

EXPERIENCE

Arc & Atlas Design Studio — *Designer, Owner*

Formerly Justin Mabee Design

2012-Present

- Designed and launched 600+ websites, specializing in custom website builds with a focus on brand storytelling and conversion-driven design.
 - Boosted client conversions by 35% on average
 - Maintained 98% client satisfaction across 600+ projects
 - 75% of projects from repeat clients
- Designed 100+ complete brand identity systems, including logos, typography, color palettes, and brand guidelines.
- Developed wireframes, prototypes, and final designs in Figma, translating creative concepts into pixel-perfect, responsive websites.
- Combined brand storytelling with UX/UI design to produce high-converting, memorable websites.

- Wrote clean, optimized CSS for site customization and advanced styling beyond platform defaults.
- Led discovery, research, and strategy phases to align digital presence with client goals.
- Implemented process improvements that increased efficiency and reduced production timelines.

Postmates — *Social Media Support Specialist*

2017-2018

- Created and managed engaging content for multiple social platforms, increasing user interaction and brand visibility.
- Monitored and addressed user feedback, integrating insights into product and service improvements.
- Used analytics tools to track performance and refine content strategy.

Lyft — *Social Media Support Specialist*

2016-2017

- Managed online communities and maintained a consistent, engaging brand voice across platforms.
- Produced creative content to support campaigns and drive engagement.
- Collaborated with cross-functional teams to unify messaging and customer experience.

Apple — *Mobile Technician*

2015-2016

- Delivered high-quality device repairs and personalized technical support.
- Provided customer education on product features, maintenance, and optimization.

EDUCATION

M.S. Entertainment Business — Full Sail University, 2013

AWARDS & RECOGNITION

Squarespace — Circle Community Leader since 2023

Squarespace — Trusted Partner since 2018

Arc & Atlas — Featured on [footer.design](#), 2025

Arc & Atlas — Featured on [qubeawards.com](#), 2025

Mind Body Ecology Institute — Featured on [Design Rush](#), 2024 (as Justin Mabee Design)