

JUSTIS PEPPIN

UX Researcher & Product Design Engineer

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SUMMARY

Human-Centered Design & Engineering graduate (UW, College of Engineering). Three UX research and design projects spanning community trust, public transit, and assistive technology, including HCDE's 2026 Capstone Award for Engagement. Three years at Apple running live product demonstrations and consultative sales conversations with small business owners, translating complex technology into concrete business value.

EXPERIENCE

Project Manager & Researcher, Covalence: RVFB Outreach Strategy

HCDE Bachelor's Capstone, University of Washington | Winter–Spring 2026 | Seattle, WA

- Led Phase 2 as project manager and conducted stakeholder interviews to uncover why 53.8% of surveyed residents had never heard of a food bank serving their own neighborhood.
- Applied Claude to identify and prioritize outreach targets and draft personalized messaging, increasing response volume for a multilingual community research campaign.
- Directed production of an outreach video and multilingual campaign (transit signage, flyers, branded tote bags) adopted into Rainier Valley Food Bank's outreach roadmap, prompting outreach to King County Metro for transit advertising. Awarded HCDE's 2026 Capstone Award for Engagement.

UX Researcher & Wayfinding Designer, FIFA World Cup 2026 Transit Wayfinding

HCDE Directed Research Group, University of Washington | Winter 2026 | Seattle, WA

- Conducted live field research at a Seahawks game and a stakeholder interview with a Sound Transit Project Manager to identify wayfinding gaps ahead of FIFA World Cup 2026.
- Designed event and city maps translating field research into a color-coded, icon-based navigation system for international, low-connectivity visitors.
- Adapted the 2022 Beijing Olympics signage model into a Sound Transit-branded wayfinding concept.

Sales Experience Consultant, Apple Inc.

10/2022–Present | Seattle, WA

- Ran live Apple Vision Pro product demonstrations for small business owners, translating enterprise hardware capabilities into concrete growth and scaling use cases.
- Top-performing Business Engagement specialist (87%+ in 2025); grew personal subscription attach rate to 45%+ through consultative, one-on-one selling.
- Built relationships with 1–3 local businesses per week and maintained 90%+ customer satisfaction.

LEADERSHIP

HuskyADAPT — Guide Dog Backpack Design Team

University of Washington | 2024–2025 | Seattle, WA

- Contributed to design and prototyping of an assistive backpack for visually impaired guide dog users, submitted to the RESNA 2025 Student Design Challenge.
- Conducted user testing with a visually impaired individual and iterated the design based on direct feedback.

EDUCATION

Bachelor of Science, Human Centered Design & Engineering

University of Washington, College of Engineering | Seattle, WA | 09/2022–06/2026

SKILLS

User Research • Stakeholder Interviews • Journey Mapping • Rapid Prototyping • Service Design • Figma • AI-Assisted Research Workflows (Claude) • Cross-Functional Collaboration • Project Management • Systems Thinking