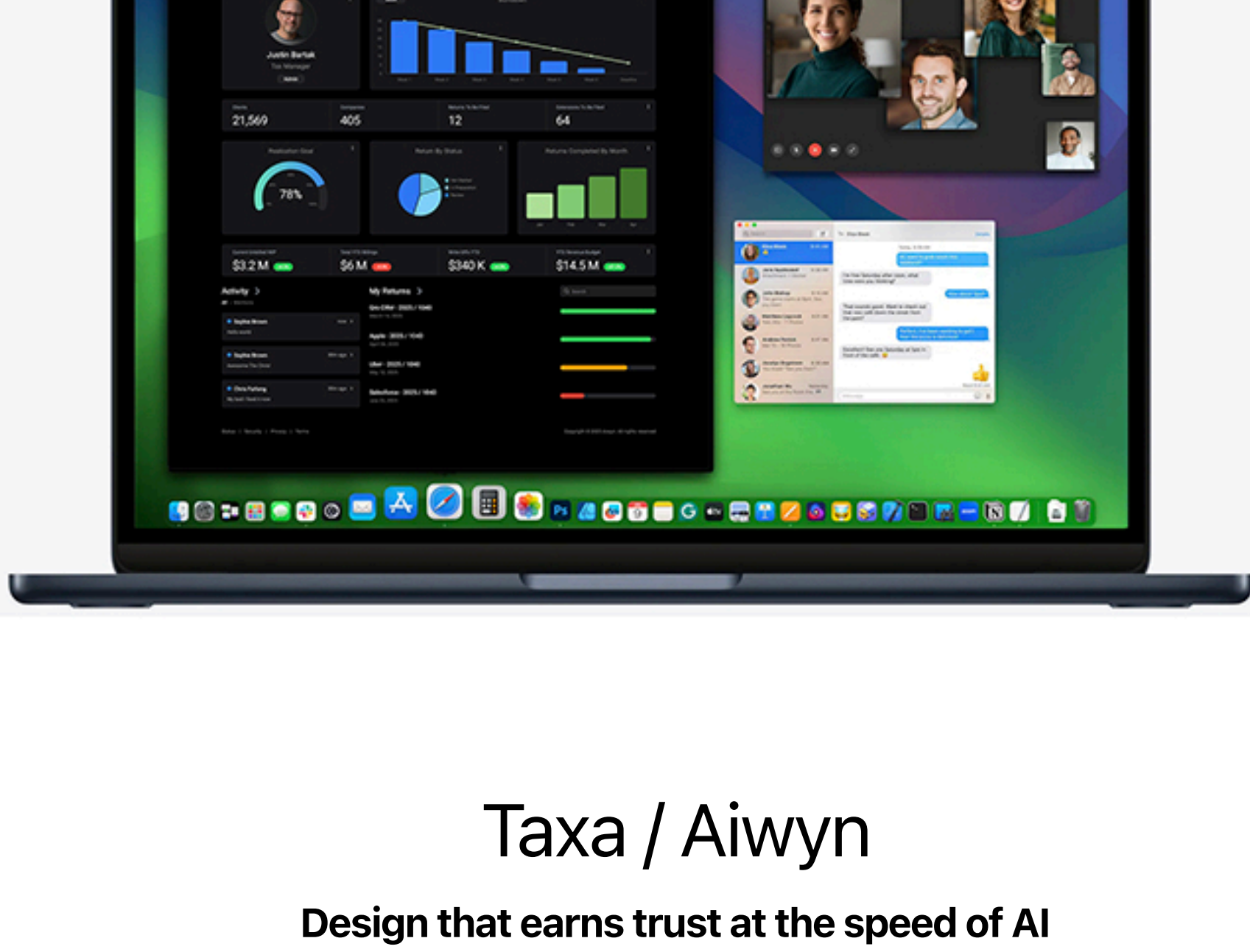


Justin Bartak

Design that disappears. Impact that doesn't.

Chief Product Officer • Chief Design Officer • VP, Product Design | AI UX | B2C/B2B SaaS
Fintech, TaxTech, PropTech | UX • UI • CX | 3x Founder | Designing Scalable, Intuitive Products That Win Hearts (and Funding)

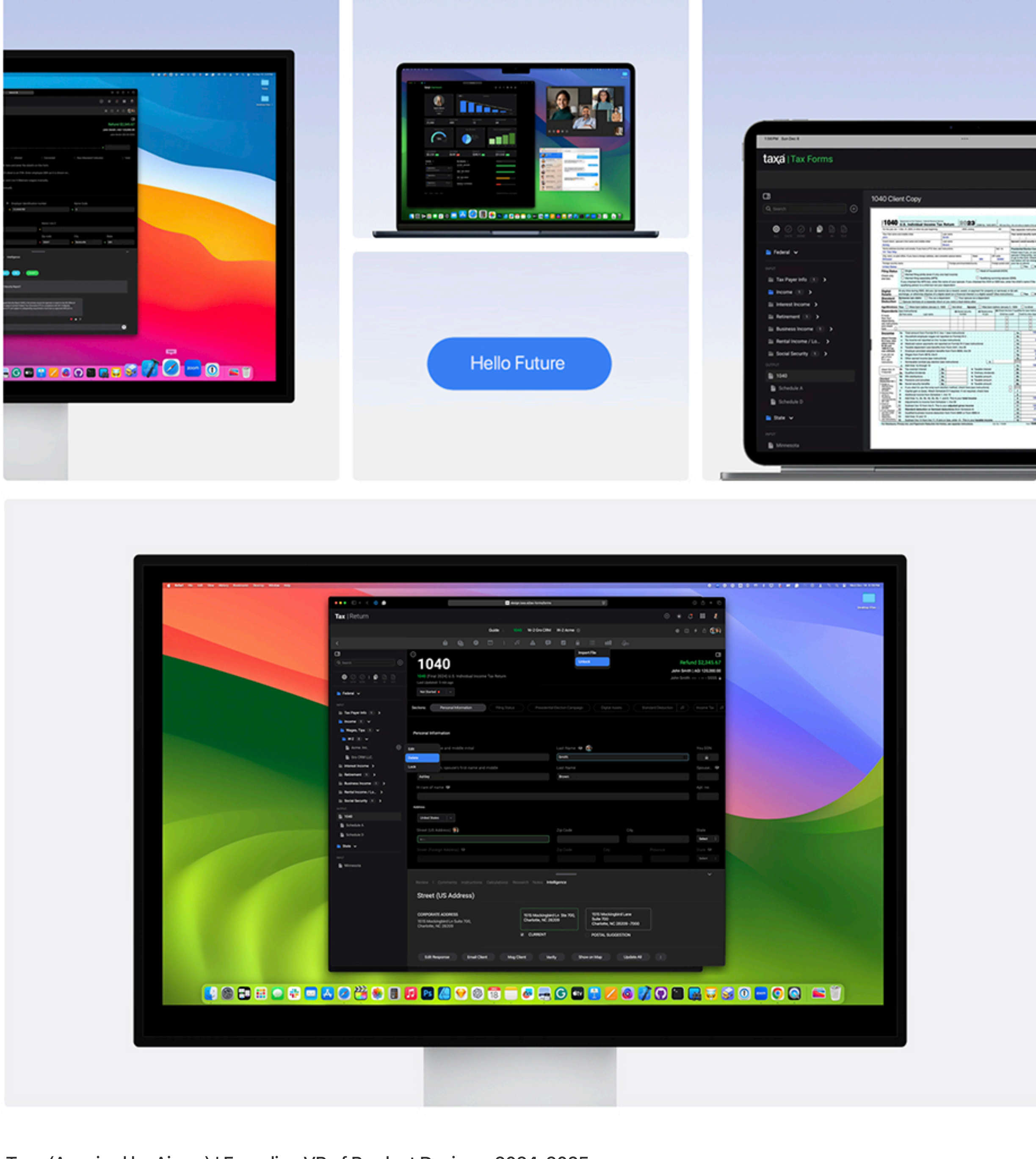
justinbartak.ai



Taxa / Aiwyn

Design that earns trust at the speed of AI

At Taxa, we set out to **reimagine how tax professionals interact with complex workflows**, not with more features, but with more focus. **I led the product design vision from zero to one**, building a system that feels less like software and more like a trusted partner. Every moment was considered to reduce friction, support focus, and elevate clarity. Built in React, Next and Tailwind, **the interface is emotionally resonant and effortlessly minimal**. Every decision, from color to copy, was intentional. **The prototype alone secured \$113M in Series B VC funding**. What we built didn't just solve problems. It changed how tax feels. **We didn't design a product. We designed belief at scale, with trust, speed, and elegance woven into every detail.**

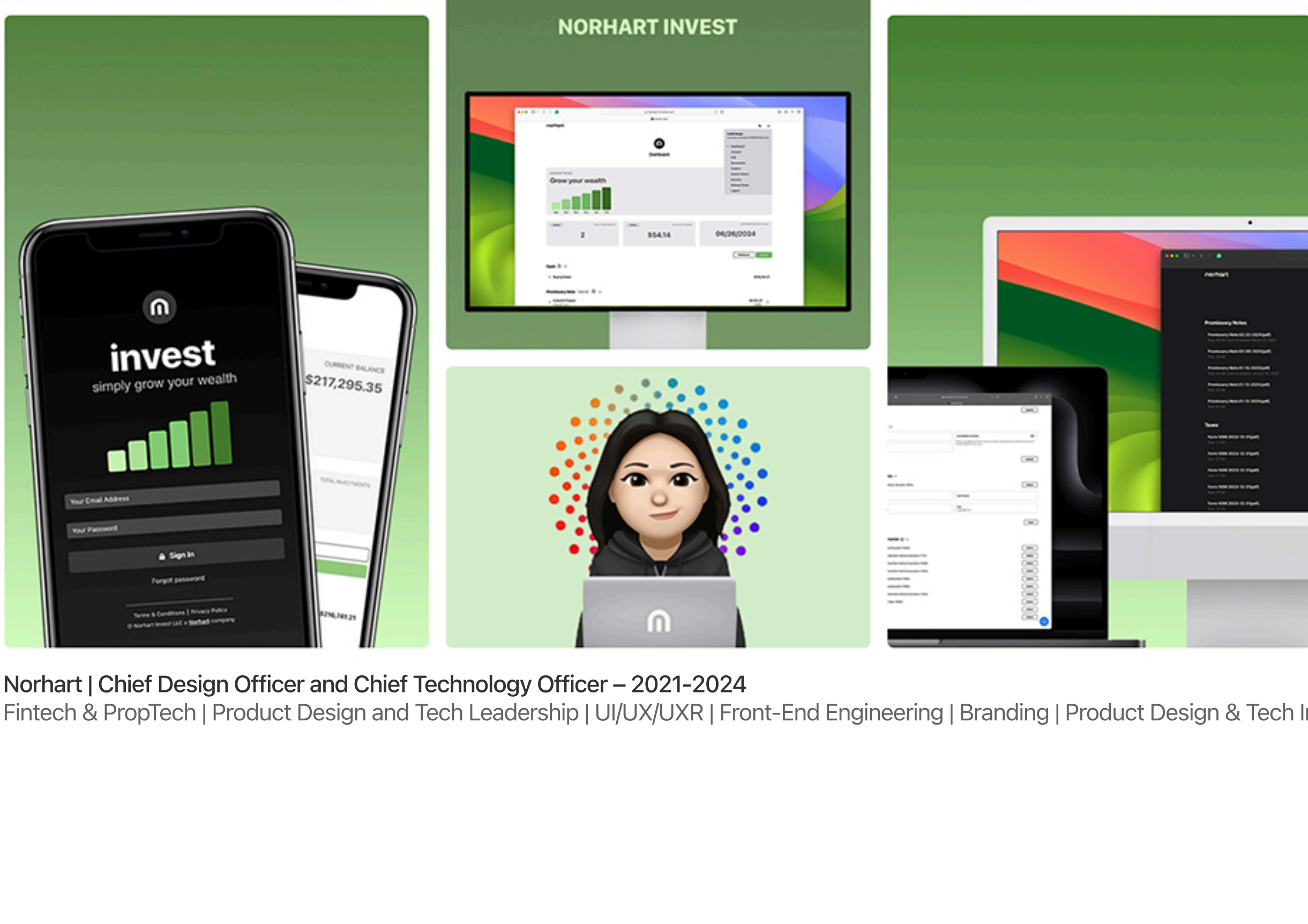


Taxa (Acquired by Aiwyn) | Founding VP of Product Design – 2024-2025
TaxTech | Product Design and Tech Leadership | UI/UX/UXR | Front-End Engineering | Branding | Product Design & Tech Innovation

Norhart

Making real estate investment feel simple, seamless, and smart

At Norhart, I led the **product design for invest**, a platform that **redefines how everyday people engage with real estate investing**. We removed the clutter and anxiety of traditional financial tools and replaced them with clarity, calm, and confidence. The experience was crafted to feel elegant and intuitive from the typography to the microinteractions. Built in React and Tailwind, each screen was a deliberate invitation to trust. **I owned the vision from first sketch to production, aligning product, design, and engineering around a singular goal: to make investing feel human**. The system **we built powered an SEC-regulated investment platform backed by \$70M a year in capital flow**. We didn't just build software, **we made wealth-building feel personal, approachable, and beautifully designed.**

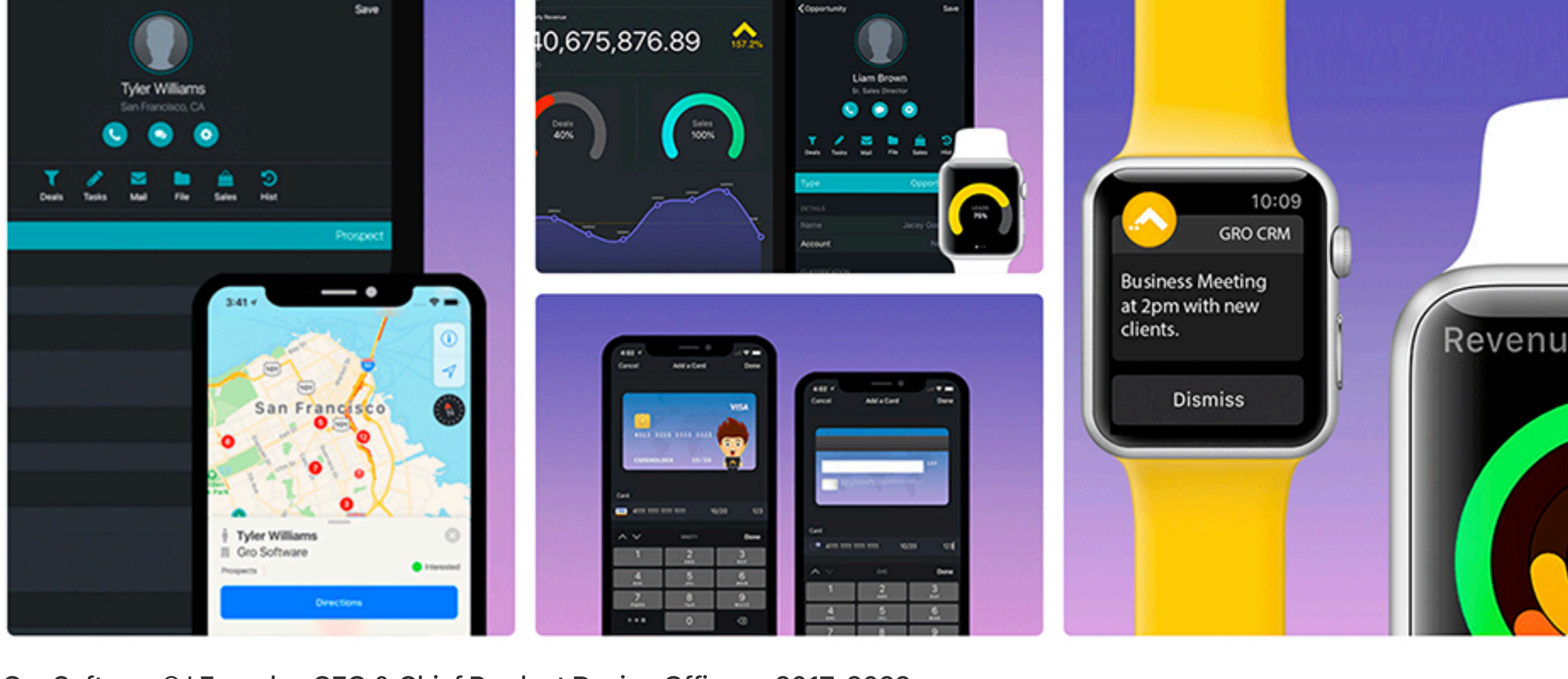


Norhart | Chief Design Officer and Chief Technology Officer – 2021-2024
Fintech & PropTech | Product Design and Tech Leadership | UI/UX/UXR | Front-End Engineering | Branding | Product Design & Tech Innovation

Gro CRM

Beautifully designed CRM that doesn't feel like sales software

At Gro CRM, I **led the design of a radically minimal CRM built exclusively for the Apple ecosystem**. Where competitors were clunky, we focused on clarity. Where they over-promised, we over-delivered. From iPhone to iPad to desktop to watch, **we reimaged CRM through the lens of Apple: clean, emotionally honest, fast, and intuitively human**. The experience became beloved by **small business owners: powerful, yet invisible**. We shaped the complete design system, led front-end implementation, and directed the entire visual identity. **It wasn't just software. It was a statement that business tools could be beautiful, powerful, and extraordinarily useful**. The product was loved by users around the world, embraced across industries for its elegance and simplicity. **Our work earned multiple UI/UX design awards**, honoring both the craft and the impact of the experience we created for users.



Gro Software® | Founder, CEO & Chief Product Design Officer – 2017-2022
CRM and ERP | Product Design and Tech Leadership | UI/UX/UXR | Front-End Engineering | Branding | Product Design & Tech Innovation

Ntractive

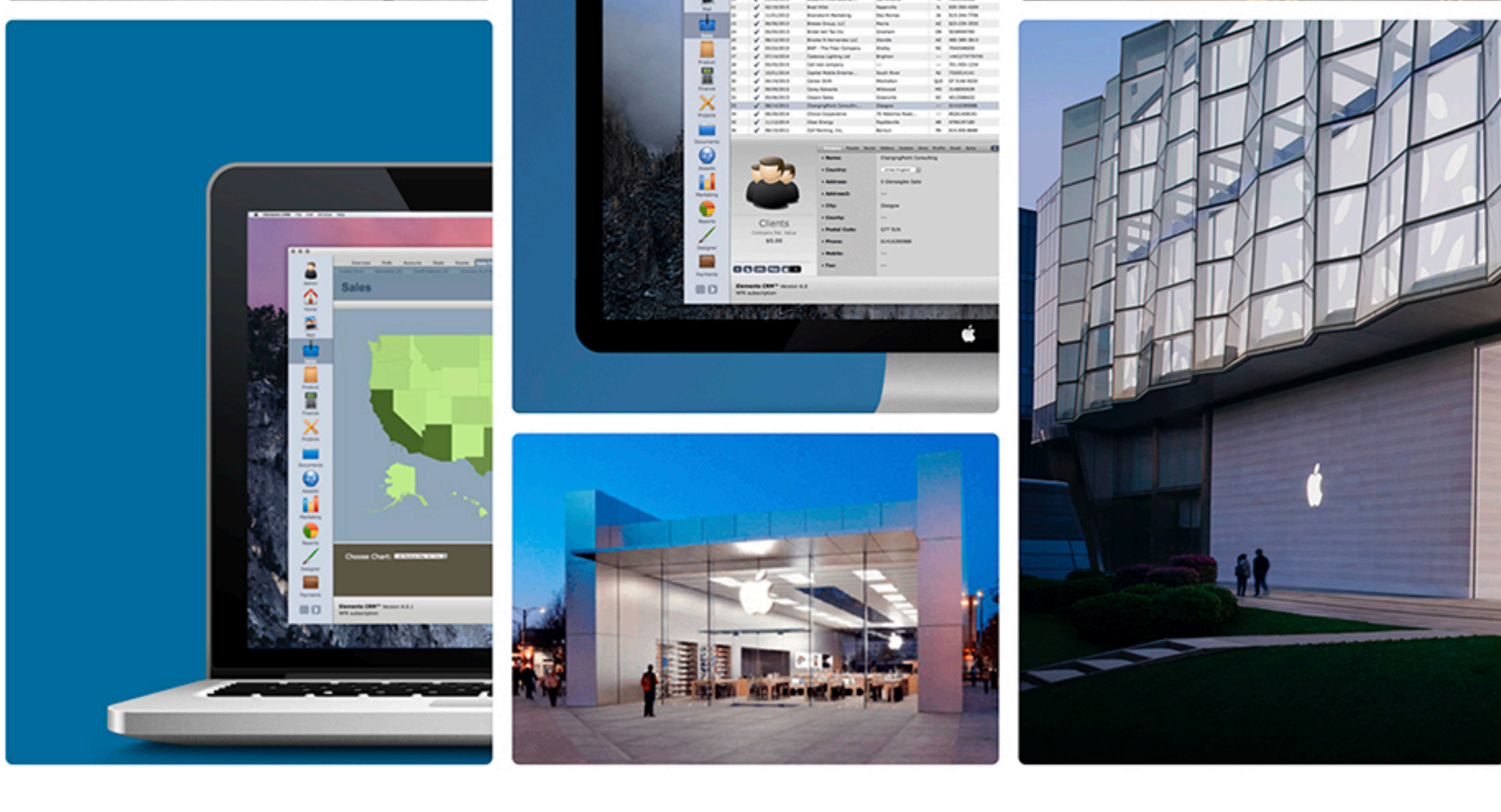
We Built the CRM Apple Wish They Had Built Themselves

At Ntractive, I **architected the technology, product design, and go-to-market strategy behind Elements CRM—a revolutionary Mac/iOS-based SaaS platform that seamlessly combined web and native functionality into one fluid, intuitive experience**. This was a true zero-to-one product. I built the core technology, wrote the front-end code, led the visual design, and drove the marketing owning every detail from first line of code to global launch

We **introduced features before they were common**: visual pipelines, drag-and-drop UX, Apple ecosystem sync, and always-on iCloud support. I led the visual system and business model, scaling adoption across a wide array of industries. Every pixel served a purpose. Every interaction was deliberate. The product earned deep user love across industries.

The product caught the attention of Apple leadership, including Steve Jobs himself, who praised its clarity, elegance, and technical innovation. We were invited to present at Apple's WWDC, where we showcased our hybrid web-desktop architecture to developers and product leaders. Apple recognized the system with direct support from Apple Marketing, and Elements CRM was demoed in flagship Apple Stores across the U.S, Europe and Asia.

That visibility helped us **raise both Series A and Series B venture capital, and grow a global customer base spanning the U.S., Europe, and Asia**. We helped companies grow by making their tools feel effortless. This wasn't just adoption, it was agency. A system people wanted to use, not had to use.



Ntractive® | Founder, CEO, CTO & Chief Product Design Officer – 2008 – 2016
CRM and ERP | Product Design and Tech Leadership | UI/UX/UXR | Front-End Engineering | Branding | Product Design & Tech Innovation

What They Felt.

"Relentless in pursuit of perfect design. A visionary who moves at lightning speed."

— Levi Morehouse, President, Aiwyn

"Justin didn't just design products he raised the standard for the entire company."

— Mike Kaeding, CEO, Norhart

"He brings an obsessive eye to detail and a heart for people. That's rare."

— Chris Furlong, CTO, Aiwyn

"Justin made our ideas real fast. His design decisions drove real impact."

— Dee Hairgrove, VP of Product Development

"A rare leader who elevates brand, product, and people all at once."

— Ankit Joshi, Global Marketing Strategy Leader

"Justin is the kind of creative force you don't forget. He transformed our design culture."

— Anita Nava, Sr. Creative Lead, Norhart

"Working under Justin was inspiring. He builds teams that believe in the impossible and then ship it."

— Fabio Piperno, Principal Engineer, Norhart

"His fingerprint is on everything from code to culture. A true builder."

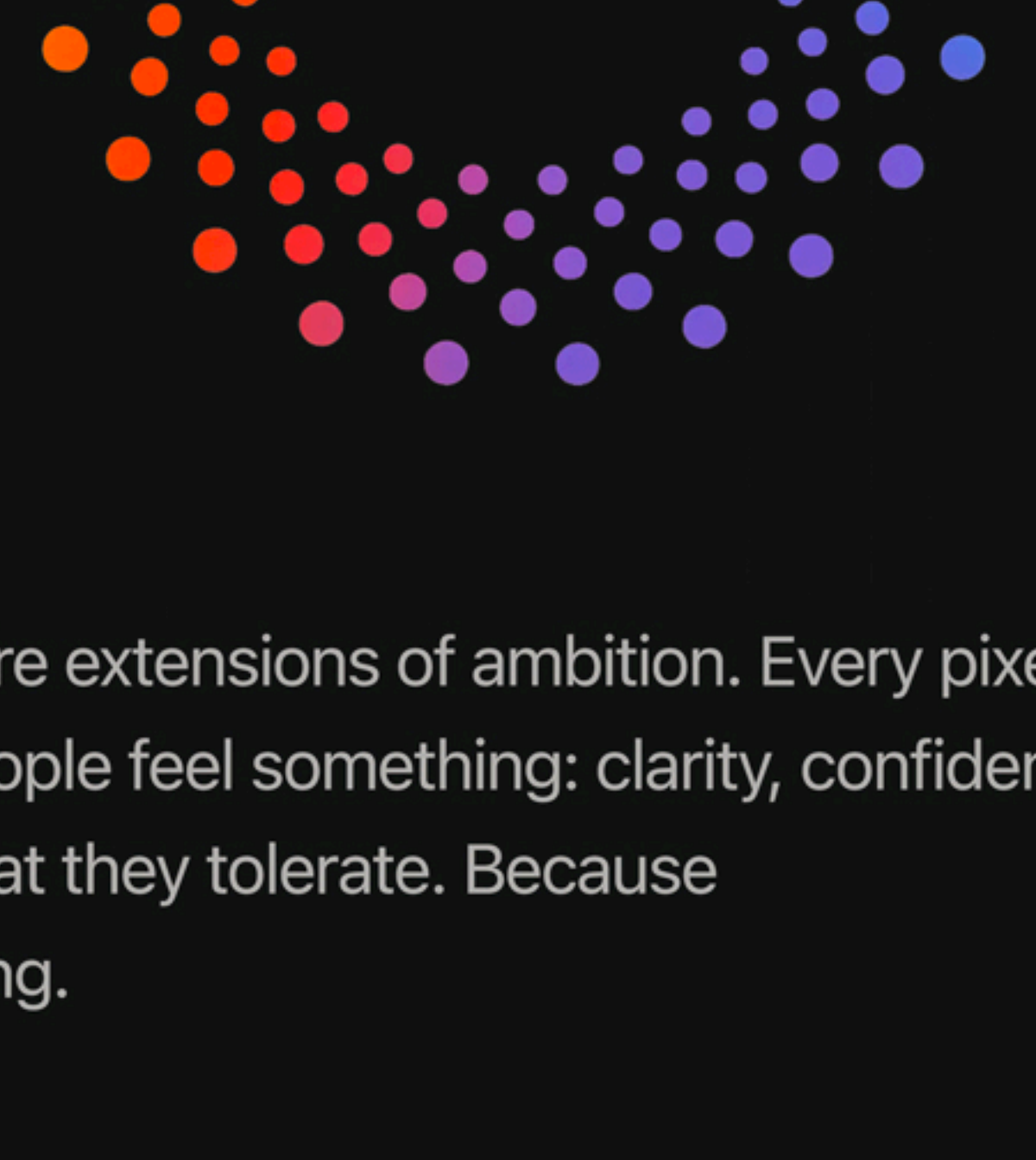
— Jennie Belanus, COO, Ntractive

"Integrity. Vision. Innovation. Justin doesn't just talk about it he lives it."

— Les J. Hill, Executive Coach & Mentor

Justin Bartak

I Don't Design Products. I Design Belief



1 Belief I don't design tools. I design belief.	2 Emotion First The product begins with what you want someone to feel.	3 Pure Form I reduce until only the essential remains.	4 Conviction I listen with humility. I lead with resolve.	5 Speed & Soul Fast isn't a feature. It's a form of respect.
6 One Thing Design and engineering. One rhythm. One team.	7 Product Is Brand Every screen speaks before we do.	8 Design for Humans No personas. No avatars. Only people.	9 Craft Is Strategy Details build trust. Trust builds love.	10 Make It Legendary Forgettable is failure. Make it unforgettable.

Design isn't what it looks like. It's what it makes you feel.
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