Julia Haas

UX/UI Designer in Portland, OR

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Professional Experience

UX/UI Designer & Lead @ Bold Reuse   10/22 - 12/22

Identified scope creep and held team accountable through an end-to-end design process via a 4 phase project plan. Completed high fidelity concept app for startup's new model.

UX Designer & Marketing Manager @ Freelance   10/13 - Present

Design and manage web and mobile presence, ecommerce, marketing campaigns, and organic social for 4 ongoing clients using Figma, Adobe Suite.

UX Peer Mentor @ Springboard   09/22 - Present

Facilitate weekly group and 1:1 sessions and design feedback, resulting in increased engagement, knowledge of Design Thinking process. 30+ hours of support for 25+ students.

Marketing Manager @ EWF Modern   7/18 - 6/20

Designed 30+ annual campaigns, events, and sales with 25+ manufacturers, marketing, and sales teams. Managed email marketing, organic social, and website with 800+ products.

Web Designer, Principal @ Every Coast   10/13 - 7/18

Designed websites and content for social, email marketing, and print collateral. Managed budgets, contracts, schedules, and hand-offs for 30+ projects for startups and small businesses.

UX Case Studies

UX/UI Designer @ Cook Togethr   9/22 - 10/22

Executed a 5-day modified Google Design Sprint to improve ratings for a cooking app. Translated insights from 7 interviews into a h-fi prototype, and tested the design on 5 participants.

UX/UI Designer @ Sorted   03/22 - 09/22

Designed an iOS app to help Portland residents recycle. Interviewed 8 residents, and conducted 2 rounds of usability testing with 10 participants. Producted a high fidelity prototype.

Education

UX Design Certificate

Springboard   02/22 - 03/23

350+ hours of hands-on experience
1:1 industry mentor oversight
Completed 3 UX/UI design projects

Bachelor of Arts in Studio Art: Photography & Arts Admin

Smith College

Skills

User-Centered Design
Wireframing & Wireflows
Prototyping
HTML/CSS
Web Design
Mobile Design
Design Architecture
Design Sprints
Storyboarding
User Flows
Storytelling
Visual Design
Affinity Maps
Usability Testing
User Interviews
Competitive Anaylsis
Personas
User Stories
Surveys
Stakeholder Interviews
Card Sorting

Tools

Figma
Figjam
Adobe Creative Cloud
Marvel POP
Miro
Notion
Asana
Webflow
Squarespace
Google Suite