

Julia Hotzinger

Product Designer • UX/UI Designer

juliamhotz.com

juliamhotz19@gmail.com

720-206-9155

Experience

Product Designer, SearchSpring

2018 - Present | Denver, CO

- Lead efforts to audit, identify, and iterate a new design system for SearchSpring's Management Console based on Atomic Design Methodology.
- Decreased the number of support tickets by identifying UX pain points and leading the design of the setup and onboarding experience.
- Worked alongside our analyst to guide product decisions using user behavior data.
- Incorporated research and data to define product strategy and feature roadmap with stakeholders, engineering, analytics, and CS teams.

UI Designer, SearchSpring

2016 - 2018 | Denver, CO

- Worked closely with the engineering team as their first UI designer to design all major components of SearchSpring using design best practices.
- Delivered low fidelity, exploratory, and finished UI mockups and click-through prototypes to review and iterate with various team members.
- Crafted dozens of illustrations, motion graphics, and icons for product and marketing use.

Junior Designer, HW Home

2016 | Denver, CO

- Worked alongside lead designer to create promotional assets such as email campaigns and print media using Adobe creative suite
- Followed the established design pattern library to design new materials and web components

Skills

UI/UX processes

Usability Testing
Rapid Prototyping
Information Architecture
User / Task Flows
Wireframing
Empathy Mapping

Programs

Sketch
Principle
Zeplin
Adobe CC
Invision

Dev

HTML
CSS
SQL

Education

Bachelors of Fine Arts - Digital Design

University of Colorado at Denver
May 2015

Human-Centered Design Program

Danish Institute of Study Abroad
Copenhagen, Denmark Summer 2014