

# Julissa Zavala

## Product Designer

julissazavala.com

julissa.zav@outlook.com

(615) 631-6467

### Education

#### UX Academy Certificate

DesignLab 2021

#### B.A. in Child Study & Human Development

Tufts University 2016

### Skills

- User Research
- Content Strategy
- Interaction Design
- Information Architecture
- Wireframing
- Rapid Prototyping
- Usability Testing
- Visual Design

### Tools

- Sketch
- Figma
- Adobe XD
- Adobe Illustrator
- Invision
- Webflow
- Zeplin
- HTML & CSS

### Experience

#### UX Design Consultant / Freelance

June 2021 - Present

- Advise clients struggling with user dissatisfaction and low user engagement by conducting usability testing and heuristic evaluations to diagnose website issues.
- Deliver design solutions to clients in order to grow their organization's online presence.

#### Market Research Specialist / NewtonX

October 2019 - April 2020

- Prioritized market research initiatives to collect data on industry trends, market needs, and pain points
- Sourced and screened potential survey participants
- Tracked survey outcomes to provide insights

#### College Advisor / The Steppingstone Foundation

May 2018 - September 2019

- Advocated for students' needs across departments in order to develop possible solutions.
- Led workshops and presentations on the college application process to students and families
- Designed digital and print marketing materials for program events

#### Teen Arts Specialist / Eliot School of Fine & Applied Arts

April 2018 - September 2019

- Identified and proposed solutions to recruitment issues, generating 300% increase in applications for the Eliot School's Teen Bridge Program
- Collaborated with Teen Arts Director to design curriculum that met students' needs as well as stakeholders' goals and expectations.
- Conducted surveys and collected data to incorporate student feedback for curriculum iteration