Julia Godsmark

CONTACT

📞 856 - 472 -2465

✉ juliagodsmark@gmail.com

in linkedin/julia-godsmark

EDUCATION

UX/FRONT END DEV. PROGRAM
Metis, New York, NY
December 2014

A.A.S WEB DEVELOPMENT
Bergen Community College
Obtained 24 Credits
May 2014

B.A. ECONOMICS
Rutgers University
January 2011

SKILLS

- UI Design
- Responsive Design
- Wire frames
- User Flow
- Site Maps
- Adobe Photoshop
- Illustrator
- Sketch3
- Invision
- HTML5
- CSS3
- JQuery
- Git

SUMMARY

- Dynamic and creative digital designer that is intrigued by the connection between user experience, design, and technology
- Strong ability to understand the consumer and translate their needs to a website or email marketing campaign
- Collaborate cross-functionally via communication in order to brainstorm and develop creative and new ideas
- Skilled at developing visual artifacts that demonstrate proof of concept via, storyboarding, creating comps, prototypes, and wireframes in order to tell the story of a product to various stakeholders

EXPERIENCE

DIGITAL DESIGNER
Hanover Direct / Weehawken, NJ / April 2015 – Present

- Design and develop impactful and responsive web pages for the e-commerce site, The Company Store, while following brand guidelines
- Create new and time sensitive landing pages to market special promotions and new products
- Maintain web assets in order to showcase new products and communicate a message to consumers that will grab their attention and connect with their needs
- Develop and code email marketing campaigns, that have increased click throughs and website views due to hypotheses based on user prediction behavior
- Collaborate with marketing and product development teams in order to establish a seamless message to consumers about products
- Communicate consistently and thoroughly with design team in order to produce work efficiently and effectively, exceeding the goals of the company

DIGITAL DESIGNER INTERNSHIP
Hudson Horizons / Saddle Brook, NJ / January – April 2015

- Enhanced client's website fueled by consumer research, improving the user experience
- Increased SEO by making websites responsive through HTML and CSS
- Redesigned websites while adhering to client's brand and style guidelines using CSS3 best practices