

# Julia Godsmark

## CONTACT

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## EDUCATION

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### 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

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

## SUMMARY

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

## EXPERIENCE

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### DIGITAL DESIGNER

*Home Depot / Weehawken, NJ / April 2015 – April 2018*

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

### DIGITAL DESIGN INTERN

*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