

Julia Godsmark

CONTACT

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

SUMMARY

- 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

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