JULIA LAUER

jlauer.myportfolio.com
jhlauer@umich.edu | 925.405.2098

EDUCATION

University of Michigan | 2016 - 2020 | Ann Arbor, MI | 3.9/4.0 GPA

Bachelor of Science in Information - Concentration in User Experience Design

Course Highlights - Web Design, Development & Accessibility (SI 339), Data-Oriented Programming in Python (SI 206)

Universidad Carlos III de Madrid | Spring 2019 | Madrid, Spain

Bachelor of Science in Engineering

Course Highlights - Artificial Intelligence, Software Project Development Management

EXPERIENCE

IBM CIO Design | UX Design Intern | May 2019 - August 2019 | New York City, NY
- UX/UI design: design and development of a 3-module web resource for IBM designers
- User research: user interviews, product testing with users, survey analysis
- Case study development: work closely with stakeholders to produce a series of Agile case studies, conduct user interviews, creation of content template

SeatSwap | UX/UI Designer | October 2018 - January 2019 | New York City, NY (Remote)
- Redesign of home page UI and re-branding for SeatSwap introductory materials
- Restructure and redesign of registration flow for new users
- Creation of promotional materials for slide deck presentations to potential investors

Ruckus Networks | Web Team Intern | May - August 2018 | Sunnyvale, CA
- Development of Ruckus website: restructure of site hierarchy, permalink restructuring, reorganization of page content, asset integration (HTML5 & CSS)
- Design of promotional materials: infographics, social media posts, web banners, Ruckus merchandise, icon & image libraries
- Inetgration of SEO/Google Analytics data: utilized user behavior & SEO keywords

University of Michigan School of Information | Research Assistant | March - June 2017 | Ann Arbor, MI
- Qualitative coding analysis of 200+ e-commerce websites for UX/UI features
- Statistical analysis with coding data to produce dataset for research study

SKILLS

Enterprise Design Thinking, Agile/Scrum
Python 3, HTML5, CSS, JavaScript, R/R Commander, SQL
Adobe Creative Suite - Illustrator, Photoshop, InDesign, Lightroom
Drupal, Sketch, Abstract, Github
Statistical Analysis, Google Analytics, SEO Analytics
Conversational Spanish