JULIA LAUER

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Education

University of Michigan | Class of 2020 | Ann Arbor, MI
Bachelor of Science in the School of Information – Concentration in User Experience Design
Current GPA – 3.91 / 4.00
Course Highlights – Data-Oriented Programming in Python (SI 2016), Models of Social Information
Processing (SI 301), Web Design, Development & Accessibility (SI 339)

Experience

Ruckus Networks | Web Team Intern | May – August 2017 | Silicon Valley, CA
- Developed the Ruckus website – overall redesign, permalink restructuring, alternative tagging for images, organization of page content, & asset integration (HTML 5/CSS)
- Designed Ruckus promotional material – infographics, media posts, web banners, Ruckus merchandise, icon libraries, primary/secondary image libraries (Adobe Creative Suite)
- Integrated SEO/Google Analytics data – utilized user behavior and SEO keywords to support design decisions and improve the site's UX

University of Michigan School of Information | Qualitative Coding Research Assistant | April – May 2017 | Ann Arbor, MI
- Archived 200+ e-commerce websites for specific UI features
- Employed qualitative coding standards to analyze 200+ e-commerce websites for specific features correlated with increased impulse purchasing by consumers
- Performed statistical analysis with coding data to produce dataset for research study

The Michigan Daily | Graphic Designer | 2016 – Present | Ann Arbor, MI
- Design on Infographic and Special Issues Teams – infographics, feature covers, illustrations
- Collaborate with design staff – weekly meetings, skill-building workshops, B-side covers

Sparq Marketing | Intern | April – August 2017 | Walnut Creek, CA
- Redesigned client's (Hofssi Chocolates & Gourmet Caramels) website – developed and implemented e-commerce features, thematic restyling, structural reorganization
- Created and managed promotional social media content (Facebook, Instagram)
- Redesign of email server graphic design
- Photographed products for website and packaging

Leadership

Design Team Head | Engage Initiative | January 2018 – Present | Ann Arbor, MI
- Create all graphic & promotional material for the Engage Initiative student organization
- Present to groups about re-engaging with society & our relationship with social media

Scholarship Chair | Alpha Epsilon Phi | August 2017 – Present | Ann Arbor, MI
- Organize study rooms, résumé review workshops, sorority-wide study guide drive
- Present at weekly chapter meetings about academic accomplishments of the chapter

Skills

Python 3, HTML, CSS, Java, R/R Commander
Adobe Creative Suite - Illustrator, Photoshop, Lightroom, InDesign, Bridge, Acrobat
Microsoft Office, Google Applications, Social Media - Facebook, Instagram, Twitter, Snapchat
Statistical Analysis, Google Analytics, SEO Analytics
Conversational Spanish