JULIE KNOWLES

UX/UI Designer

PERSONAL PROFILE

I'm passionate about creating intuitive experiences founded on research and strategy.

LET'S GET IN TOUCH

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TOOLSET

Design: Branding, Sketching, Wireframing, Prototyping, Figma, InVision

Research: User Surveys, User Personas, Competitive Analysis, User Flows, Usability Testing, User Interviews, UsabilityHub, Google Forms

Web Development: HTML, CSS, Github, Git Bash, Atom

RELEVANT EXPERIENCE

UX/UI Design Mentorship

Bloc, Sept. '18 to July '19

- Developed abilities in design thinking, design process, interaction design, and visual design under the guidance of accomplished UX professionals
- Built user-center clickable prototypes for websites and apps using Figma, Google Forms, UsabilityHub, and InVision
- Applied research methods such as user interviews, surveys, A/B testing, and usability testing to measure effectiveness to inform the design
- Collaborated with mentors and technical coaches on project goals, to align scope, capture requirements, set expectations, and deliver design solutions
- Iteratively created user flows, wireframes, and prototypes for testing and production needs

Advocacy Administrative Assistant

American Heart Association, April '13 to Sept. '18

- Designed the visual layout and content for materials to educate volunteers, lawmakers, and donors
- Developed creative and strategic media targeted toward increasing engagement and inspiring action: Facebook ads, blogs, action alerts, and newsletters
- Managed recruitment, training, and strategy for two volunteer committees, for high-level professionals and young professionals
- Maintained volunteer activity database and communication

PROJECTS

Bendable

An iOS app prototype made for users to choose stretches based on areas of the body, with short and easy routines. Researched, tested and designed using Google Forms, UsabilityHub, InVision, Adobe Illustrator and Figma.

Personal Portfolio

Created a personal brand, logo and portfolio to feature projects. Coded, tested and designed using Github, HTML, CSS, UsabilityHub, and Figma.

Stacks

A cloud storage prototype that allows users to share, organize, tag, password protect and save documents. Researched, tested and designed using Google Forms, UsabilityHub, InVision and Figma.

EDUCATION

Cal State Fullerton

Bachelor of Arts, Radio/TV/Film, 2010