Julia Santoro

UX Designer

julia.f.santoro@gmail.com   617.620.7473   julia-santoro.com

EXPERIENCE

Technical Recruiter
Jun 2022 - Sep 2022
TEKsystems

- Built a network of senior backend software engineers sourced from a volume of 75+ cold calls daily
- Screened and coached 15 candidates through resume revisions, technical assessments, and interviews

Community Management Associate
Jun 2021 - May 2022
Ana Luisa

- Engaged with weekly influx of 1K+ messages on social platforms (Instagram, TikTok, Facebook), contributing to a 20% growth in Instagram followers (100K+)
- Analyzed customer insights, roadblocks, and social media conversion each quarter and led growth initiatives like the Brand Ambassador program revamp
- Crafted 12 launch-specific FAQs for customer-facing interfaces and created the Social-CX Knowledge Base to streamline processes across social platforms and CX emails

Care Coordinator
Mar 2020 - Dec 2020
Memorial Sloan Kettering Cancer Center

- Coordinated oncology treatment plans for four clinical teams with a volume of 25-50+ patients daily
- Managed all non-clinical aspects of onsite patient care including onboarding, translation services, and transportation

Intake Intern
Sep 2019 - Dec 2019
Safe Horizon Family Justice Center

- Completed daily intake for 40+ clients experiencing domestic violence and oriented them to the services offered
- Assessed the needs and safety of 20+ clients calling in on a daily basis using a trauma-informed, client-centered approach

Research Assistant
Jan 2019 - May 2019
Transitions to Parenthood Research Team

- Transcribed and coded 15 qualitative interviews with first-time mothers about their experiences learning how to nurse in the hospital and support for nursing choices
- Generated themes and codes through partner coding and consensus building to create and refine the codebook

EDUCATION

BS in Applied Psychology + Global Public Health, Minor in Sociology
Sep 2016 - Dec 2019
New York University

SKILLS

Tools
Figma

Adobe XD

Sketch

Design
User-centered design

Equity-focused design

Personas

Storyboarding

Wireframing

Prototyping

Research
Stata

SPSS

Empathy mapping

User journey mapping

Usability testing

Interviews

Surveys

Certifications
Google UX Design Professional Certificate

CITI Program (Social & Behavioral Research)