Julia Santoro

UX Designer

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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
- Collaborated with account managers to deliver high quality recruitment solutions for Fortune 500 clients like JP Morgan and Bank of America

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+)
- Implemented Instagram and Facebook automated DM responses via Meta Business Suite and conditional response shortcuts via Kustomer, reducing manual response time by 70%
- 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
- Spearheaded the Pixlee integration to curate user-generated content (UGC) for social activations

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

EDUCATION

Google UX Design Professional Certificate
Sep 2022 - Mar 2023
Coursera

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

SKILLS

Tools

Figma

Adobe XD

Sketch

Design

User-centered design

Equity-focused design

Personas

Storyboarding

Wireframing

Prototyping

Research

Empathy mapping

User journey mapping

Usability testing

Interviews

Surveys