

# Julia Santoro

Product Designer

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## SUMMARY

I'm a proactive, collaborative product designer with a background in e-commerce and technical recruiting. I create thoughtful, insight-driven solutions for brands seeking to build empathy and impact by bridging user needs and business goals, transforming engagement, and empowering users.

## EXPERIENCE

### UX Designer

May 2023 - Present

#### Sustainable Socialization

New York, NY

- Develop and conduct surveys, interviews, competitive analyses, and define design deliverables as the sole UX designer on the volunteer team
- Create the first website for the 501(c)(3) pending nonprofit to host its feline errorless, socialization training resources for its 1K+ users, in collaboration with 2 developers

### Technical Recruiter

Jun 2022 - Sep 2022

#### TEKsystems

New York, NY

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

### Community Management Associate

Jun 2021 - May 2022

#### Ana Luisa

Brooklyn, NY

- 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

New York, NY

- Coordinated oncology treatment for 4 clinical teams with a volume of 25+ patients daily
- Managed all non-clinical aspects of onsite patient care, including onboarding

### Research Assistant

Jan 2019 - May 2019

#### Transitions to Parenthood

New York, NY

- Generated themes and codes through partner coding and consensus building
- Transcribed and coded 15 qualitative interviews examining parental decision-making

## EDUCATION

### BS, Applied Psychology & Global Public Health

#### New York University

2016 - 2019

#### New York University Accra

Fall 2017

## SKILLS

### Certifications

Google UX Design Professional Certificate

CITI Program (Social & Behavioral Research)

### Tools

Figma

Adobe XD

Sketch

Protopie

Miro

InVision

### Design

Personas

Storyboarding

Wireframing

Prototyping

### Code

Basic HTML/CSS

### Research

Surveys

Interviews

Competitive analysis

Empathy mapping

User journey mapping

Usability testing