Julissa Ayala

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UX Designer – Meedan
September 2021 — Present

- Sole designer on Product team building web app used by media and moderation teams such as Twitter and Meta
- Contributed to building new design system from scratch, ensured platform-wide consistency through documentation of use cases and UI elements
- Structure and conduct user testing process to make data-driven design decisions
- Initiated and implemented bi-weekly design critiques in the product team cultivating collaboration and feedback culture

UX Designer – Ad Hoc
March 2020 — August 2021

- Responsible for Healthcare.gov end to end logged out experience, while collaborating with designers on other teams
- Followed and contributed to internal style and design system guidelines, collaborated closely with A11y Designer to ensure most accessible designs for a diverse user base
- Worked closely with research contractors to design user research tests, including goals, tasks, and outcomes
- Synthesize research findings, collaborate with stakeholders and product leadership to iterate on designs
- Coordinate with PM and engineers via frequent communication and JIRA tickets for successful project handoff

Content Specialist – Tripadvisor
November 2016 — July 2019

- Primary curator of Spanish listings content prior to publication on Tripadvisor.com
- Mentor to several junior outsourced analysts
- Regularly collaborated with engineers via JIRA to resolve bugs I identified on the site

Lead Research Assistant – Northeastern University
May 2013 — June 2015

- Led the design, production, and distribution of recruitment flyers and newspaper ads.
- Designed and maintained study Wordpress website
- Interviewed 250 study participants, compiled data to present at national conferences

I'm good with
A11y design
Client collaboration
Content strategy
Design systems
Interaction design
Scaleable designs
Sprint practices
User research
Visual design

Tools I use (a lot)
Adobe CS
Airtable
Confluence
Figma
Git/Github
Google Analytics
JIRA
Notion
Optimal workshop
Quantum metric
Sketch
Slack

Languages I speak
HTML/CSS
Vanilla Javascript - basic

(more) Languages I speak
English - native
Spanish - native

Where I learned

Product Design Apprenticeship
Thinkful, NYC

B.A. Psychology
Florida Atlantic University