Julie Phan

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EDUCATION

University of California - Los Angeles (UCLA)   **Expected June 2025**
Cognitive Science (Specialization in Computing) – Bachelor of Science (BS)
Minor: Digital Humanities

SKILLS

Technologies: Figma, Illustrator, Procreate, InDesign, Canva
Design: Lo/Hi-fi Mockups, Interaction Design, Wireframing, Prototyping
Language: HTML, CSS, MATLAB

WORK EXPERIENCE

UX/UI Design Intern – GBCS Group   **May 2023 – August 2023**
- Developed and executed website design prototypes using Figma, resulting in a 30% increase in user engagement and a 20% improvement in conversion rates.
- Successfully revamped existing website designs, leading to a 15% boost in user satisfaction.
- Proficiently created both lo-fi and hi-fi wireframes for internal program development projects.

Lead Design – UCLA Student Affairs Media Team   **Sept 2022 – Present**
- Designed and produced a wide range of illustrations and graphics for UCLA's Media Team, contributing to a 40% increase in social media engagement and a 10% growth in followers over a six-month period.
- Collaborated with projects leads to align project requirements, optimizing workflows for efficiency.
- Additionally, created and managed calendars for 7,000 students on campus to facilitate effective communication and event coordination.

PROJECTS

UMOMI – UX/UI Designer   **Feb 2022**
- Placed 4th place out of the 70 groups and 400 participants in the UCI Design-a-thon.
- Additionally, received recognition as the Most Creative Winner and Best Presentation & Storytelling Winner, demonstrating excellence in design, communication, and problem-solving skills.

Jelly – UX/UI Designer   **Oct 2022**
- Collaborated in a 4-person team to design a skincare app prototype using Figma, successfully establishing user-skin relationships within a tight 3-day deadline, showcasing rapid design proficiency and teamwork.

Plantology – UX/UI Designer   **Apr 2022**
- Developed a goal-based app, competing against 300 participants in the USC CreateSC Design-a-thon
- Received Honorable Mentions for outstanding design and innovation.

LEADERSHIP AND ORGANIZATIONS

UX/UI Designer – UCLA DevX   **Oct 2023 – Present**
- Proficiently crafted lo-fi and hi-fi wireframes and prototypes utilizing Figma for the development of an innovative app aimed at aiding UCLA students in locating their classes through intuitive shortcuts and interactive 3D models.
- Spearheaded the creation and design of key interface components, including the navigation bar, user profile page, filter bar, and new user notification system, ensuring a seamless and user-friendly experience.

Creative Director – UCLA Enigma   **June 2022 – Present**
- Led all creative aspects for the club, including designing merchandise, flyers, graphics, and more, resulting in a 75% increase in club engagement.
- Successfully managed social media accounts, elevating the club's Instagram following from 50 to 600 followers, achieving a 1,100% growth rate within six months.
- Created and printed club merchandise and t-shirts, contributing to a revenue boost of $200.