

Julia Geisler

Julia@JuliaLarissa.com | 1 College Rd, Purchase, NY 10577 | +1 (802) 598-0755

Professional Profile

Emerging User Experience Designer. Creating accessible experiences backed by empathy-focused research. Experienced in fast-paced start-up environments. Passionate about merging design with user-focused solutions.

Education

Master of Information (MI)

2022 (Expected)

Program: User Experience Design

Faculty of Information, University of Toronto (Canada)

- First Year Professional Development Committee Co-Chair: Master of Information Student Council

Bachelor of Business Administration (BBA)

2016

Major: Advertising & Integrated Marketing Communications

Lubin School of Business, Pace University (New York)

- Universität Mannheim: Semester Study Abroad
- Creative Director: Pace University Brand Marketing Team for the American Advertising Federation's National Student Advertising Competition
- Marketing Director: Pace University Programming & Campus Entertainment Board

German School

2014

7-Week Immersion Program

Middlebury Language Schools, Middlebury College (Vermont)

Selected Projects

Dwell App: Connecting University of Toronto Professional Masters Students

Researching, prototyping, and usability testing using design-thinking to design a user-centred mobile app that helps students create personal and professional connections during online learning.

Information Architecture: Chase Hospitality Group Website

Articulating the Information Architecture problem, usability testing, open card sorting, and prototyping to redesign the hospitality group's website and illustrates a new user flow with rationale.

Experience

Vinous Media (New York, NY)

2017 - 2020

Publishing & Operations Manager

Operations Assistant

As Vinous' first non-Executive hire, I laid the groundwork for all operations-related protocols. I managed all design-related activities, event operations, marketing initiatives, and digital publishing operations for Vinous' umbrella of websites and apps.

Valentina Kova (New York, NY)

2015 - 2016

Assistant to Director

Intern

Working alongside the company's Director and Art Director to manage all design-related tasks and upkeep of the website. Handled all client and store relations, updated the company's books, and coordinated client events.

Skills

User research, storyboarding, wireframing, prototyping, information architecture, typography, journey mapping, usability testing, design thinking.

Advanced Adobe InDesign, Adobe Photoshop, Slack, Microsoft Office. Intermediate Adobe Illustrator, Sketch, Inkscape, HTML/CSS, Balsamiq, Figma, Mural, Jira.