

# JULIA GEISLER

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DUAL CITIZEN OF THE USA/GERMANY, ELIGIBLE FOR CO-OPS IN CANADA

## 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.

## Selected Projects

### Dwell App: Connecting Graduate 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.

## Skills

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

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

## EDUCATION

### Master of Information (MI)

09/20 - 05/22

#### University of Toronto, Faculty of Information (Canada)

Program: User Experience Design

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

### Bachelor of Business Administration (BBA)

09/12 - 05/16

#### Pace University, Lubin School of Business (New York, NY)

Major: Advertising & Integrated Marketing Communications, Cum Laude

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

### German School

07/14 - 08/14

#### Middlebury College Language Schools (Middlebury, VT)

7-Week Immersion Program

Middlebury Language Schools, Middlebury College

## EXPERIENCE

### Vinous Media (New York, NY)

02/17 - 07/20

#### Publishing & Operations Manager, Operations Assistant

- Managed all design-related tasks including event pitch decks, mockups for mobile application updates, and digital ads utilizing the Adobe Suite.
- Identified errors across all platforms by communicating with users and liaising with the engineers to come up with solutions.
- Managed event marketing initiatives by communicating with organizers for in-kind partnerships and representing on site as needed.
- Managed all publishing operations for Vinous by formatting and proofreading articles with up to 600+ wine notes, editing photos, and sending MailChimp email updates.

### Valentina Kova (New York, NY)

01/15 - 09/16

#### Assistant to Director, Intern

- Managed graphic design projects including lookbooks, press kits, and event invitations.
- Managed client and store relations.
- Managed the Squarespace-based website.
- Provided general administrative support.