

# JULIA LARISSA GEISLER

JULIALARISSA.COM | JULIA@JULIALARISSA.COM | +1 (802) 598-0755

## SELECTED PROJECTS

### Information Architecture: Chase Hospitality Website

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

### UX Research Report:

#### Wearables for Motivation

User research focused on aspects wearables may be lacking as fitness motivation tools. Synthesizing results and recommending design changes in an ACM-formatted report.

### Service Design: Telus

#### Health App LifeJourney

Working with Telus to present omni-channel integrations in a Service Design Blueprint for their tele-health app by researching, conducting participatory design workshops, and synthesizing findings.

## SKILLS

Advanced Adobe InDesign, Adobe Photoshop, Microsoft 365 Suite, Figma, Intermediate Adobe Illustrator, Sketch, HTML/CSS, Balsamiq, Mural, Jira, Mac OS, Windows.

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

## EDUCATION

### Master of Information (MI)

September 2020 - May 2022

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

Program: User Experience Design, 3.93 GPA

- VP Communications: Master of Information Student Council (2021-2022)
- First Year Professional Development Committee Co-Chair: Master of Information Student Council (2020 - 2021)

### Bachelor of Business Administration (BBA)

September 2012 - May 2016

#### 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

### German School

July 2014 - August 2014

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

7-Week Intensive Immersion Program

## EXPERIENCE

### Richemont Americas (Shelton, CT)

June 2021 - Ongoing

#### UX Design Intern, Recipient of Richemont Summer Internship Agility Award

Crafting a user-friendly digital employee experience across all departments and brands by:

- Optimizing and digitizing workflows/redesigning existing sites or flows by gathering requirements, user researching using generative and evaluative methods, and designing mock-ups in Figma.
- Presenting solutions to stakeholders in understandable terms by developing personas, creating support documents, and providing reasoning for decisions backed by research.
- Organizing intranets and knowledge bases by advising on best practices for information architecture.
- Encouraging a UX-centric environment by promoting a Champions program.

### Vinous Media (New York, NY)

February 2017 - July 2020

#### Publishing & Operations Manager, Operations Assistant

- Translating user feedback from customer service reports into prototypes while liaising with developers on feasibility and prioritization.
- Managed all publishing operations by formatting and proofreading articles with up to 600+ wine notes, editing photos, and sending email campaigns.

### Valentina Kova (New York, NY)

January 2015 - September 2016

#### Assistant to Director, Intern

- Managed design projects including lookbooks, press kits, and event invitations.
- Assisted with events, client relations, public relations, and bookkeeping.