



Julie Cummings

JULIE CUMMINGS

USER EXPERIENCE DESIGNER

Background in Digital and Print Design
Minor with Photography and Illustration

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- Julie Cummings

SKILLS



User-Centered Research
Usability Testing
UX Analysis
Design Thinking
Visual Design
Interaction Design
Product Conceptualization
Information Architecture
Co-Creation Sessions
Storyboarding
Wireframes
Prototyping
Photography
Service Design



TECHNOLOGY

Adobe Creative Cloud —
Illustrator, Photoshop, XD,
InDesign, Lightroom, After
Effects, Premiere Pro
HTML & CSS
JavaScript
Microsoft Office
Sketch
Figma
Miro
Invision + Axure
Wordpress
Google Analytics
Optimize 360
UsabilityHub

Highly motivated, internationally oriented and open minded UX designer with a strong passion for understanding people's behaviour as well as the motivations behind them and translating them into meaningful and intuitive experiences. Fascinated about illustrations, crafting, books, games, branding, youth and psychology. Now looking for a new challenge out in the World!

PROFESSIONAL EXPERIENCE

HIREUP • VISUAL DESIGNER

jun 2020 - current, Den Haag - The Netherlands

- ★ Creating a style guide & maintaining brand guidelines for a consistent brand across its three subsidiaries and marketing materials.
- ★ Providing new logo designs, namecards, flyers, banners, apparel, stationery, internal (forms, invoices, newsletters), SM content & website.

HIREUP • UX DESIGNER (GRAD)

feb 2020 - jun 2020, Den Haag - The Netherlands

- ★ Ideating, conceptualising, and prototyping to optimise the user experience of digital channels.
- ★ Conducting UX analysis and user research.
- ★ Planning and facilitating co-creation sessions with stakeholders and end users.
- ★ Using user testing and expert evaluations to identify possible areas of improvement.
- ★ Analysing and translating research findings into actionable recommendations.
- ★ Working agile and collaborating with digital marketing, content specialists and developers.

INDEPENDENT / FREELANCE • GRAPHIC DESIGNER

nov 2013 - aug 2016, Singapore - Singapore

- ★ Worked on broad range of projects like visual identity (branding), campaigns (menus, flyers, brochures, namecards, other print media and webdesign), photoshoots (drinks, food and gift packages), social media management, content generation, copywriting and customer service.





COLLABORATION

Communicative
Team Player
Detail oriented
Self-motivated and Driven
Creative and Curious
Empathic and Receptive
Mediator



LANGUAGES

ENGLISH

Native Language



Language Proficiency | **C2**

MANDARIN

Full professional proficiency



Language Proficiency | **B2**

DUTCH

Limited working experience



Language Proficiency | **A2**



INTERESTS



PHOTOGRAPHY
EDITORIALS
VIDEOGRAPHY



PAINTING
EXPERIMENT WITH
MEDIA AND TOOLS



CALLIGRAPHY
MODERN + CHINESE
+ TRADITIONAL



STORYTELLING
COPYWRITING
DOODLE / DRAWING



CRAFTING
PACKAGING + GIFT
GIVING + ORIGAMI



TECHNOLOGY
ROBOTICS
INNOVATIONS

HOLLANDSE CLUB • CHILDCARE SUPERVISOR

dec 2014 - jun 2016, Camden Park - Singapore

- ★ Provided physical and emotional care for up to twelve children whilst encouraging their social and educational development.
- ★ Introduced and taught Dutch by the children and practiced with them.

INDEPENDENT / FREELANCE • PRIVATE HOME TUTOR

jun 2008 - jul 2015, Singapore - Singapore

- ★ Planning, developing and implementing suitable educational materials and activities for children ranging from 10 to 16 of age whilst pleasing the needs of their parents and school teachers.
- ★ Supporting children to reach their individually set goals through facilitating autonomy in a highly person-centred approach setting.

THE CREWROOM • BARTENDER / WAITRESS

jun 2008 - jul 2011, Prinsep Street - Singapore

- ★ Taking stock and consolidating daily inflow.
- ★ Being perceptive to needs of customers and foster adaptability to various personality types.

EDUCATION

**BACHELOR OF USER
EXPERIENCE DESIGN (CMD)**
THREE YEAR ENGLISH PROGRAM
THE HAGUE UNIVERSITY OF APPLIED
SCIENCES @ THE NETHERLANDS
2017-2020

DESIGN COMMUNICATION DIPLOMA
SPECIALIZATION IN GRAPHIC DESIGN
LASALLE COLEGE OF THE ARTS
@ SINGAPORE
2011-2016

**CAMBRIDGE 'A' LEVELS - GENERAL
CERTIFICATE OF EXAMINATION (GCE)**
YISHUN JUNIOR COLLEGE @ SINGAPORE
2007-2008

**CAMBRIDGE 'O' LEVELS - GENERAL
CERTIFICATE OF EXAMINATION (GCE)**
WHITLEY SECONDARY SCHOOL @ SINGAPORE
2003-2006

