



*Julie
Cummings*

JULIE CUMMINGS

USER EXPERIENCE DESIGNER

Background in Digital and Print Design
Minor with Photography and Illustration

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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

Versatile graphic designer with a strong background in graphic design and UX design, combining creative skillset with user-centered design principles to deliver engaging visual experiences. Proficient in crafting compelling graphics, logos, and branding materials, as well as utilizing UX methodologies to enhance usability and functionality. Proven track record in translating client requirements into effective designs that resonate with target audiences. Well-suited to leverage graphic and UX design expertise to elevate brands and drive success at leading organizations. Exemplary interpersonal and communication skills, with the ability to collaborate with cross-functional teams to achieve project milestones.

PROFESSIONAL EXPERIENCE

HIREUP • Den Haag, The Netherlands February 2020 to October 2024

VISUAL DESIGNER | June 2020 to October 2024

- ★ Pilot design and implementation of visually appealing marketing materials that promote the connection of individuals with disabilities to qualified support workers in alignment with brand guidelines.
- ★ Generate and review company-branded logo designs, business cards, flyers, banners, apparel, stationery, internal documentation, and website content.
- ★ Craft compelling social media graphics, email campaigns, digital advertisements, and promotional materials that communicate the company's value with target audience.
- ★ Align objectives and bridge communications with product management, development, and marketing teams to translate business needs into effective design solutions.
- ★ Maintain up-to-date research on the latest design trends, tools, and best practices to improve current processes as needed and enhance overall user experience.

UX DESIGNER (GRAD) | February 2020 to June 2020

- ★ Spearheaded creation and prototyping of UX interfaces to optimize the user experience of the company's digital channels.
- ★ Leveraged UX analysis and research from surveys, interviews, and usability testing to create user-friendly content and drive engagement, as well as identify areas for improvement and implement corrective actions.
- ★ Coordinated co-creation sessions with stakeholders and end users, fostering a collaborative environment.
- ★ Liaised with digital marketing, content specialization, and development teams to conduct usability testing sessions to gather feedback, analyze test results, and review designs for alignment with user requirements.



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

- ★ Ensured that designs met accessibility standards and guidelines for all users.
- ★ Built interactive prototypes using Figma and Adobe XD to communicate, analyze, and review design concepts with cross-functional teams.

INDEPENDENT CONTRACTOR • Singapore

November 2013 to August 2016

GRAPHIC DESIGNER | November 2013 to August 2016

- ★ Built strategic, long-term relationships with clients to understand their design needs, preferences, and project requirements, as well as effectively implement solutions for branding, marketing campaigns, photoshoots, social media management, content generation, and copywriting.
- ★ Designed creative concepts and solutions for menus, flyers, business cards, print media, website content, and more using graphic design software, including Adobe Creative Suite.
- ★ Coordinated project timelines, milestones, and deliverables, ensuring all tasks were completed on time and within budget.
- ★ Verified brand consistency in logos, color palettes, typography, and guidelines across all materials.
- ★ Collaborated with printers and vendors to ensure accurate production and delivery of printed materials, and to review proofs were aligned with client requirements.

EDUCATION

BACHELOR'S IN USER EXPERIENCE DESIGN (CMD)

MINOR IN PHOTOGRAPHY & ILLUSTRATION

The Hague University of Applied Sciences

The Netherlands | 2017-2020

DESIGN COMMUNICATION DIPLOMA SPECIALIZATION IN GRAPHIC DESIGN

Lasalle College 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