

# Julie Mason

UX Designer

## Contact

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## Education

**Career Foundry**  
UX Design + UI Design  
2020 - 2021

**School of Visual Design**  
Figma Fundamentals  
Intro to Sketch  
Fundamentals of UX Design

**Northwood University**  
BBA Fashion Marketing & Management  
2007-2011

## Tools

Figma	<div><div></div></div>
Sketch	<div><div></div></div>
Invision	<div><div></div></div>
Adobe XD	<div><div></div></div>
Procreate	<div><div></div></div>

## Skills

UX Design	<div><div></div></div>
UXR	<div><div></div></div>
UI	<div><div></div></div>
UX Writing	<div><div></div></div>
IOS	<div><div></div></div>
Web	<div><div></div></div>
Soft Skills	<div><div></div></div>
Agile	<div><div></div></div>

## Experience

**UX Designer**  
Nordstrom  
Sept 2022 - Present / Full-time / Remote

**UX Designer**  
Nordstrom  
May 2022 - Sept 2022 / Contract / Remote

- As a UX Designer on the PDP (product details page) I balance solving customer pain points, innovating on new features to increase conversion while upholding design principles and business priorities across App and web.

**UI/UX Designer**  
St. Jude Children's Research Hospital / ALSAC  
Oct 2021 - May 2022 / Contract / Remote

- As the UI/UX Designer on the ITS event management team, I conducted UX Research, distilled findings to share with stakeholders as well as the working team. I built user journeys, user flows, wireframes, and prototypes to solve user pain points and align to business priorities.

**Program Manager -Merchandising Strategy**  
Amazon  
Oct 2019 - Jan 2021 / Full-time / Seattle

- As a Merchandising Program Manager for Produce & Prep Foods Categories I focused on creating the customer experience of the new grocery format. I balanced this initiative with analytics, merchandising strategy, and operational considerations.

**Senior Visual Merchandising Designer**  
Starbucks  
Jun 2018 - Oct 2019 / Full-time / Seattle

- As a Senior Visual Merchandising Designer I strategized and outlined guides for the seasonal promotional in store experience. I was also tapped for brainstorming, test programs, experimental fixtures, and store concepts. As a Senior Visual Merchandiser, I led merchandising for Holiday promotions, ideated and collaborated on the updated in-store creative expression and spear-headed the in-store sustainability signage initiative.

**Visual Merchandising Designer**  
Starbucks  
Jul 2016 - Jun 2018 / Full-time / Seattle