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JULIE WESTMAN

SENIOR PRODUCT DESIGNER

With a proven track record in leading UX design for enterprise-level solutions as well as proprietary and vendor products, my experience spans sectors including finance, healthcare, and more. My hands-on involvement from project inception, combined with strategic thought leadership and SAFe® 6 Product Owner/Product Manager certification, empowers me to craft user-centric designs that meet diverse user needs and business goals. Passionate about driving innovation and accessibility, I've led teams in prioritizing impactful, user-first experiences, ensuring holistic UX excellence across every stage of the delivery process.

SKILLS & COMPETENCIES

- **Design & Prototyping:** Expert in Figma, Sketch, Photoshop, InVision
- **Collaboration Tools:** Proficient with Miro, FigJam, Jira, Rally, Teams, Slack
- **UX Leadership:** Strong foundation in HCI, UI/UX design, prototyping. Expertise in Journey Maps and applying Google's HEART Framework for UX insights
- **Web Technologies:** Proficient in HTML, CSS; adept at integrating UX design strategies
- **AI-Enhanced UX:** Employs Generative AI for innovative content development
- **Strategic Leadership:** Demonstrated skill in leading UX projects, fostering innovation, critical thinking, and mentoring
- **Professional Development:** Agile, SAFe® certified; General Assembly-trained
- **Industry Advocacy:** Champion of UX best practices, accessibility, and innovation
- **Key Deliverables:** Expert in wireframes, intuitive navigation, and Information Architecture

EXPERIENCE

CVS Health / Aetna, Boston, MA (Remote) — *Sr. Product Designer*

7/2021 - 11/2023 (Full-time)

- **HealthHUB Clinic Transformation:** Streamlined check-in process at HealthHUB clinics, integrating web-based systems with Android tablets and QR codes. Utilized Figma for flow diagrams, resulting in 30% operational efficiency boost.
- **Journey Map Innovation:** Implemented a high-fidelity UI journey map at CVS Health, guided by Google's HEART Framework for actionable insights. Workshops with care team participants captured essential data and BI metrics, impacting 10,000+ Medicare recipients. Moderating these sessions, we documented acute care scenarios, driving strategic improvements and setting a precedent for future healthcare innovations.
- **Google Search Map Integration:** In my leadership role at Aetna, a CVS Health company serving 39 million, I integrated Google's split-view search model and Maps API to present personalized cost-saving opportunities alongside plan views. This initiative had a significant impact on a vast member base. Leveraging an interactive Figma prototype, we streamlined navigation and access to tailored healthcare options, demonstrating our commitment to user-centric innovation and financial optimization for millions of individuals.

Bank of America, Boston, MA (Remote) – *Projects Champion & UX Strategist*

11/2020 - 6/2021 (Contract)

- **Workforce Management Optimization:** As Lead UX Designer for Bank of America's 'Workforce Management Optimization' project, I utilized agile methodologies to improve internal hiring. This led to developing a centralized portal, enhanced with new features and dedicated entry points. Through stakeholder collaboration, we refined role navigation and admin dashboards, streamlining recruitment and enhancing user experience.
- **Promotion to Projects Champion:** My successful leadership resulted in a promotion from UX Strategist to Projects Champion. In this role, I collaborated closely with the Experience Portfolio Manager to ensure communication, alignment, and design consistency across the Employee Experience Technology portfolio, elevating the quality of our tech initiatives.

Advent International, Boston, MA – *UX Lead*

1/2020 - 4/2020 (Independent Consultant)

- **Enhanced Intranet Portal:** Collaborated with a SharePoint engineer to redesign a section of Advent International's intranet portal, optimizing content discovery and sharing for diverse users, from new associates to managing directors worldwide.

Kantar Retail IQ, Boston, MA – *UX Lead*

3/2019 - 11/2019 (Contract)

- **Revamped Kantar Retail IQ:** In a UX leadership role, I led the redesign of Kantar Retail IQ, focusing on a new search component, filtering, and UI improvements, which resulted in a remarkable 30% increase in engagement and conversions. This transformation elevated the platform to an enterprise portal, vastly improving access to insights. Additionally, I developed a high-fidelity prototype for rigorous testing and optimization, further contributing to the platform's success and underscoring my integral role in its evolution.

Bank of America, Boston, MA – *UX Lead*

2/2018 - 2/2019 (Contract)

- **Streamlined Advantage Banking UI:** Led the on-time deployment of UI and messaging enhancements for Bank of America's Advantage Banking, now live in production across native and desktop platforms. Utilizing Figma for hands-on development, this project unified authenticated member account views with marketing, leading to a 15% increase in user engagement. Collaborating with content teams and business partners ensured cohesive execution. Stepping in for an absent architect, I ensured a smooth collaboration with the tech lead, resulting in a successful rollout and improved customer experience.

Blue Cross Blue Shield of MA, Quincy, MA – *UX Lead*

6/2017 - 1/2018 (Contract)

- **Medicare Options Portal Enhancement:** Orchestrated the overhaul of the Medicare Options Portal, directly collaborating with cross-channel partners and handling all aspects of UX/UI from inception to development hand-off. Achieved a 25% increase in BCBS member engagement, ensuring the site was responsive and aligned with the current native environment.

TIAA, Boston, MA – *UX Lead*

2/2013 - 8/2015 (Contract)

- **Unified Desktop Redesign:** Spearheaded the web redesign of the Unified Desktop for Financial Advisors, significantly improving productivity, user satisfaction, and system performance. Achieved a 40% reduction in processing times through close collaboration on all UX/UI phases from concept to development hand-off.

NTT Data, Charlestown, MA – *UX Lead, Mobile Design & Strategy*

4/2009 - 1/2013 (Full-time)

- **Mobile Design & Strategy Leadership:** Led mobile-first technology initiatives as an NTT Data consultant, enhancing design and UX to elevate client satisfaction for major clients like Tufts Health Plan, Wells Fargo, and Carrier Corporation, while also collaborating on the development of Fidelity's My Prime Dashboard, optimizing UI and improving securities lending and risk management processes, culminating in enhanced operational efficiency for hedge fund managers.

EDUCATION & CERTIFICATIONS

- **BFA in Communications Design**, Massachusetts College of Art and Design, 2019. Demonstrated dedication and resilience in mastering design principles and practices.
- **HTML, CSS, & Web Design Circuit**, General Assembly, 2015. Enhanced technical skills with a focus on proficient hand-coding experience, contributing to a solid foundation in web design.
- **Certified SAFe® 6 Product Owner/Product Manager**, Scaled Agile, Inc., 2023. Offers insights into Agile methodologies, enriching design expertise. Facilitates direct collaboration with product leaders to synchronize design strategies with overarching product goals.