

Julie Westman

UX Design Professional

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Sr. Product Designer

Experienced and solutions-oriented Product Designer and Design Strategist with extensive expertise in healthcare, banking, and e-commerce. Exceptional talent in strategic planning, problem-solving, and design thinking. History of success in driving innovative, user-centric design solutions for leading brands as a Senior UX Lead and Product Designer. Committed to creating a culture of excellence, quality, service, and profitability. Driven by a sense of urgency, ownership, and personal accountability committed to personal and professional growth.

Skills & Competencies

Design Tools: Figma, Sketch, FigJam, Miro, InVision, UI Interfaces

Collaboration Tools: Rally, Confluence, MS Teams, Slack

Leadership Tools: Design Thinking, Agile, Journey Mapping, Content Strategy

Deliverables: Wireframes, UI Interfaces, Visual Design, Rapid Prototyping, Consultation

Professional Experience

CVS Health / Aetna | Sr. Product Designer

7/2021 - 10/2023 (Full-time)

CVS Health - Enhancing Digital Strategy and Patient Experience:

Streamlining Clinic Check-ins

- Played a pivotal role in blending traditional check-in methods with an innovative digital web experience, integrating user personas to better understand diverse patient needs. This led to a 30% reduction in patient wait times and a 25% boost in clinic throughput.
- Engineered adaptable workflows tailored to the personas of all users, significantly reducing manual entry errors by 40% and enhancing process efficiency by 35% on 10-inch tablets.

Outcomes of Streamlined Clinic Check-ins at CVS Health

- Successfully integrated conventional check-in practices with a digital approach, informed by a deep understanding of user personas, yielding a 50% projected improvement in patient satisfaction scores.
- Aimed for a projected 20% increase in clinic staff efficiency by aligning the forthcoming digital solutions with the unique personas of clinic staff, intended to significantly enhance overall patient and staff experience upon implementation.

Aetna - Foundation for Future Healthcare Innovations:

- Worked closely with UXR experts and led a team of eight, managing 24/7 operations for a 50,000-employee company with a \$1.2 million budget. My initiative in integrating map interfaces with the Google Search API improved user navigation and adhered to WCAG best practices, paving the way for future technological advancements.
- Played a key role in developing a new rewards program centered on member engagement, ensuring WCAG compliance throughout. My leadership in this initiative laid the groundwork for interactive and accessible experiences, like the checkout process, supporting Aetna's commitment to scalable innovation.

Bank of America Corporation | UX Lead

Workforce Management Portal

11/2020 - 6/2021 (Contract)

- Promoted from UX strategist to Projects Champion, collaborating closely with the Experience Portfolio Manager (XD) to ensure communication, alignment, and design consistency across the Employee Experience Technology portfolio.
- Led the Workforce Management Optimization project, developing a centralized portal that improved internal hiring processes using agile methods, and delivered a working prototype for testing.

Advent International | UX Lead

01/2020 - 04/2020 (Independent Consultant)

- 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 | UX Lead

03/2019 - 11/2019 (Contract)

- Revamped the platform's design and navigation, resulting in a remarkable 30% increase in engagement and conversions. This transformation turned Kantar Retail IQ into an enterprise portal, greatly improving access to insights. Additionally, I developed a high-fidelity prototype for testing and optimization, further contributing to the platform's success.

Bank of America Corporation | UX Lead

BankAmeriDeals

02/2018 - 02/2019 (Contract)

- As Sr. Interaction Designer, spearheaded the revamp of BankAmeriDeals, ensuring a cohesive UI across all viewports and enhancing engagement within the BankAmeriDeals gamification community.

Blue Cross Blue Shield of MA | UX Lead

06/2017 - 01/2018 (Contract)

- Led the revamp of the Medicare Options Portal, enhancing user accessibility and engagement by 25% among BCBS members. Also pioneered the company's first online claims platform, achieving a 30% improvement in processing efficiency and better accessibility in live operation.

TIAA | UX Lead

02/2013 - 08/2015 (Contract)

- Spearheaded the overhaul of the Unified Desktop for Financial Advisors, incorporating stakeholder feedback, resulting in significantly improved productivity and user satisfaction. This led to a 40% faster processing time and a notable reduction in system inquiries.

NTT Data | UX Lead, Mobile Design & Strategy

04/2009 - 01/2013 (Full-time)

- Drove mobile-first tech initiatives, improving design and UX, boosting client satisfaction by 20% for major clients like Tufts Healthcare, Wells Fargo, and Carrier Corporation.
- As an NTT Data consultant, collaborated with traders to inform MVP development for Fidelity's My Prime Dashboard, improving performance, UI, and optimizing securities lending and risk management for hedge fund managers. This resulted in a 15% increase in operational efficiency.

Digital Portfolio & E-Commerce Ventures:

Juliewestman.io | Portfolio Website

Digital Portfolio: Fall 2023

- Collaborated closely with an app developer in Figma to transform 'WestmanPortfolio.com' into 'JulieWestman.io,' enhancing content, navigation, and design using Angular and React Frameworks.

Reppgear.com & Cambridge.Supply | Founder & Chief Creative Officer

Pandemic Venture: 2019 - 2020 | Entrepreneurial Venture: 2016 - 2017

- Developed unique Shopify stores for both ventures, crafting strong digital brands, and producing physical products for online and market sales.

Note: Reppgear.com and Cambridge.Supply e-commerce ventures are currently on hiatus with future revitalization plans underway.

Education:

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- BFA in Graphics, Massachusetts College of Art and Design
 - HTML, CSS, and Web Design Circuit, General Assembly (Completed)