

Julie  
Westman  
Senior Product  
Designer

Julie Westman  
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Design Thinker

I am a Sr. UX Professional adept in problem-solving within healthcare, banking, e-commerce, and more. Known for enhancing digital interfaces for leading brands, I combine design thinking with accessibility to deliver actionable, user-centered solutions.

Skills & Competencies

Design Tools	Figma   Font Awesome   Pen & Paper   Sketch   FigJam   Miro
Collaboration Tools	Rally   Confluence   MS Teams   Slack
Leadership Tools	Design Thinking   Agile Methodologies   Customer Journey Mapping   A/B Testing
Frameworks	Google's HEART framework   Customer Experience Index   Value Sensitive Design
Deliverables	User Scenarios & Flow Diagrams   Visionary Roadmaps   Wireframes   Visual Design   Interactive Prototyping   Strategic Consultation
Communication	Stakeholder Interviews   Collaborative design Team Reviews   Workshops   Leadership Presentations
Tech Stacks	HTML   CSS   WC3 WCAG 2.0

Experience

- CVS Health, Aetna | *Advanced UX Designer*  
JULY 2021 - OCTOBER 2021, REMOTE
- **Tablet Revamp:** Our project aimed to enhance patient check-ins using Android tablets and QR codes, with the goal of transitioning to a fully web-based system. We achieved improved User Flow Diagrams, efficient QR Code integration, and enhanced User Journeys.
  - **Journey Map:** Crafted a digital-forward journey map workshop template that modernized healthcare management.
  - **Search Maps:** Merged map interfaces with Google Search API for efficient healthcare savings discovery.
  - **Rewards Program:** Optimized the fitness rewards program with a responsive design for member accessibility.
- Bank of America Corporation | *Design Lead, Projects Champion*  
JANUARY 2021 - JULY 2021, HYBRID
- **Workforce Management Platform:** Streamlined our internal hiring using agile methodologies, creating a smoother recruitment journey and fostering team collaboration.
  - **BankAmeriDeals:** Focusing on interaction design, I crafted web-responsive prototypes for BankAmeriDeals, ensuring users enjoyed a cohesive and intuitive experience across various web devices.

## **Advent International | UX SME, Independent Consultant**

JANUARY 2020 - APRIL 2020, REMOTE

- **SharePoint Revamp:** Consulted on the redesign and enhanced SharePoint with predictive search and content filtering, ensuring seamless integration.

## **Kantar Retail IQ | UX Lead**

APRIL 2019 - AUGUST 2019, ONSITE

- **Core Structure Revitalization:** Led UX-driven improvements for enhanced agility.
- **Innovative Design Leadership:** Employed visually compelling and robust design strategies under my guidance.
- **Mobile Mastery:** Prioritized mobile responsiveness for a seamless user experience across devices, with a focus on UX.

## **Reppgear.com | Founder & Chief Creative Officer**

- **Shopify Store:** Crafted unique products for Reppgear.com.
- **E-commerce Prowess:** Developed a dynamic online shopping platform with a strong digital brand identity and strategic social media presence.
- **Future Relaunch:** Despite its current status, it remains a passionate entry on my bucket list, with aspirations for a relaunch.

## **Cambridge.supply | Founder & Chief Creative Officer**

- **Lifestyle Brand Pioneer:** Forged a distinctive lifestyle brand with one-of-a-kind products
- **E-commerce Prowess:** Developed a dynamic Shopify-based platform with a strong brand identity and strategic social media presence.
- **Future Relaunch:** A passionate aspiration for the future.

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## **Additional Work**

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### **Blue Cross Blue Shield | UX Lead**

JULY 2017 - DECEMBER 2017, ONSITE

- **Medicare Options Redesign:** Championed a digital transformation, focusing on a responsive design to enhance user experience across multiple devices, while pioneering BCBS's inaugural online claims platform, streamlining accessibility for both policyholders and agents.

### **TIAA | UX Lead**

MARCH 2015 - JUNE 2015, ONSITE

- **Unified Desktop Revamp:** Led the innovative redesign of the Desktop Workstation tailored for Financial Advisors, ensuring a seamless user journey.
- **Streamlined Operations:** Optimized transactions and performance to cater to five distinct advisor profiles, maximizing productivity.

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## **Educational & Professional Credentials**

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### **Massachusetts College of Art and Design:**

BFA in Graphics

### **General Assembly:**

HTML, CSS, and Web Design Circuit - Issued Feb 2015