

Julie Westman

UX Design Professional

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Sr. UX Lead / Product Designer

Experienced Product Designer and Design Strategist, with expertise spanning healthcare, banking, e-commerce, and more. My approach, grounded in strategic planning and design thinking, enables me to create user-centered solutions for renowned brands, driving innovation and significantly enhancing user engagement across projects.

Skills & Competencies

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

Collaboration Tools: Rally, Confluence, MS Teams, Slack

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

Deliverables: Wireframes, Visual Design, Prototyping, Consultation

Communication: Stakeholder Interviews, Team Reviews, Workshops

Tech: HTML, CSS, WCAG 2.0

Professional Experience

CVS Health / Aetna | Sr. Product Designer

2021 - 2023 (Perm)

Aetna - Foundation for Future Healthcare Innovations:

- Led the integration of map interfaces with Google Search API, enhancing user navigation and laying the foundation for future tech advancements.
- Was integral in developing a new rewards program, focusing on member engagement. My leadership efforts laid the groundwork for interactive experiences like checkout, supporting Aetna's scalable innovation.

CVS Health - Enhancing Digital Strategy and Patient Experience:

- Spearheaded the improvement of patient check-ins using Android tablets and QR codes, contributing to a more efficient, web-based system in progress.
- Developed a digital journey map template influencing the company's strategic approach and resulting in a 10% increase in patient satisfaction scores.

Bank of America Corporation | UX Lead

Next-Gen Workforce Portal

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.

BankAmeriDeals - Revamp

2018-2019 (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.

Advent International | UX Lead

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

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.

Blue Cross Blue Shield of MA | UX Lead

2017 (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

2013 - 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

2009 - 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: 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 & Cambridge Supply | Founder & Chief Creative Officer (E-Commerce)

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:

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