Julie Westman

UX Design Professional

Julie Westman
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Sr. Product Designer

With a proven track record in leading UX design within top-tier organizations across multiple sectors, including financial and healthcare, I offer a wealth of cross-industry insights. This background is further enriched by my SAFe® 6 Product Owner/Product Manager certification. My ability to craft strategic, user-centric designs transcends specific industry boundaries, resonating with a universal mission to leverage technology to simplify complex strategies for everyday users. Eager to contribute my diverse skill set to a role that prioritizes impactful, user-first experiences, I am passionate about driving innovation and accessibility in technology, aiming to leave a lasting impact across various sectors.

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Skills & Competencies

Design & Prototyping: Figma, Sketch, Adobe Photoshop, InVision
Collaboration Tools: Miro, FigJam, Jira, MS Teams, Slack
UX Skills: HCI, UI Design, Rapid Prototyping, WCAG/Accessibility, Information Architecture
Web Technologies: HTML, CSS
AI, Content Strategy & Problem-Solving: Proficient with ChatGPT for enhancing UX through strategic content development, decision-making, and innovative problem-solving approaches.
Certifications: Agile Methodologies, SAFe® 6 Product Owner/Product Manager
Thought Leadership: Proven track record in leading industry discussions on UX best practices, accessibility, and innovative design solutions.
Deliverables: Wireframes, Visual Design, Consultation

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Professional Experience

CVS Health / Aetna | *Sr. Product Designer*
7/2021 - 11/2023 (Full-time)

- CVS Health - Enhancing Digital Strategy and Patient Experience:
  - Instrumental in developing a digital web experience for clinic check-ins, integrating user personas, leading to a 30% reduction in patient wait times and a 25% increase in clinic throughput.
  - Engineered adaptable workflows on 10-inch tablets, reducing manual entry errors by 40% and enhancing process efficiency by 35%.
- Outcomes of Streamlined Clinic Check-ins:
  - Achieved a 50% projected improvement in patient satisfaction scores and aimed for a 20% increase in clinic staff efficiency by aligning digital solutions with user and staff personas.
- Aetna - Foundation for Future Healthcare Innovations:
  - Managed a team of eight, overseeing 24/7 operations for a 50,000-employee segment with a budget of $1.2 million.
  - Led the integration of map interfaces with the Google Search API, focusing on innovative user navigation solutions and aligning with next-generation industry best practices.
  - Partnered with UXR to drive competitive analysis, enhancing our solutions' user experience and functionality to set industry benchmarks.

Bank of America Corporation | *Projects Champion*

11/2020 - 6/2021 (Contract)

- 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
- 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.

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, Interaction Designer*

02/2018 - 02/2019 (Contract)

- Directed the UX redesign of Bank of America's Advantage Checking Enhanced, leading to a 15% uplift in customer satisfaction by integrating features like SafeBalance Banking® and crafting a unified messaging and UI strategy across digital platforms.
- Led UI enhancements and feature integrations for BankAmeriDeals as Interaction Designer, achieving a 20% increase in user engagement through advocacy for user-centered design and boosting gamification community activity.

Blue Cross Blue Shield of MA | *UX Lead*

06/2017 - 01/2018 (Contract)

- Overhauled the Medicare Options Portal, boosting BCBS member engagement by 25%, and launched their first online claims platform, enhancing processing efficiency by 30% and accessibility in live operation.

TIAA | *UX Lead*

02/2013 - 08/2015 (Contract)

- Led the redesign of the Next-Generation Unified Desktop for Financial Advisors, incorporating stakeholder feedback, which resulted in significantly improved productivity and user satisfaction. This advancement 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)

- 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.

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:

BFA in Graphics, Massachusetts College of Art and Design
- Started: 1984
- Completed: 2019
  Note: Proudly completed my degree after a hiatus, demonstrating commitment and perseverance.

HTML, CSS, and Web Design Circuit, General Assembly
- Completed: 2015
  Note: A challenging course that enhanced my technical skills and understanding of hand-coding.

Certified SAFe® 6 Product Owner/Product Manager, Scaled Agile, Inc.
- Certification Date: 1/27/2024
  Note: A recent certification providing valuable insights into product management and Agile methodologies, complementing my design expertise.