

Julie  
Westman

Senior Product  
Designer

Julie Westman

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Design Thinker

I am a Sr. UX Professional with expertise across sectors like healthcare, banking, e-commerce, and beyond. Known for refining interfaces across all digital platforms for top brands, I merge design thinking with accessibility to craft actionable solutions.

Skills & Competencies

Design Tools	Figma   Sketch   Axure RP   Whiteboarding   Pen & Paper
Collaboration Tools	FigJam   Miro   Rally   Confluence   MS Teams   Slack
Methodologies	User Interviews   Focus Groups   Usability Testing   Scrum Agile   SAFe Agile
Frameworks	Google's HEART framework   Customer Experience Index (CX Index)   Value Sensitive Design (VSD)
Deliverables	Visionary User Flows   Strategic Journey Maps   Product-Centric Flow Diagrams   Wireframes with Vision Alignment   Vision-Driven Visual Design   Interactive Prototyping Leadership   Strategic UX/UI Solutions   Visionary Design Roadmaps
Communication	Stakeholder Interviews   Collaborative design Team Reviews   Workshops   Leadership Presentations
Tech Stacks	Material UI/Angular   Atomic UI/React   WC3 WCAG 2.0   HTML5   CSS   JavaScript

Experience

- CVS Health, Aetna | *Advanced UX Designer*

JULY 2021 - PRESENT, 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**

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

BFA in Graphics

### **General Assembly:**

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