

Julie  
Westman  
Senior Product  
Designer

Julie Westman  
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Design Strategist  
Sr. UX Professional adept in healthcare, banking, e-commerce, and more.  
Enhancing digital interfaces with a focus on strategic planning, design  
thinking, and accessibility for leading brands.

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, Perm*  
July 2021 - October 2023, Remote Position
  - 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 | *UX Lead, Contract*  
Workforce Management Platform (January 2021 - July 2021, Remote Position):
  - Streamlined internal hiring using agile methodologies. Recognized as Project Champion for leadership and significant contributions to the project.BankAmeriDeals (February 2018 - February 2019, Onsite):
  - Focused on interaction design, crafting web-responsive prototypes for BankAmeriDeals, ensuring users enjoyed a cohesive and intuitive experience across various web devices.

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

January 2020 - April 2020, Hybrid Position

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

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

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.

## **NTT Data | UX Lead Mobile Design & Strategy, Perm**

February 2009 – February 2013, Hybrid

- **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.

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

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, Contract**

March 2013 - June 2015, Onsite

- **Unified Desktop Revamp:** Unified Desktop Revamp: Spearheaded a creative overhaul of the Desktop Workstation for Financial Advisors, ensuring a fluid user experience..
- **Streamlined Operations:** Enhanced transactions and performance for multiple advisor profiles, boosting productivity.

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## **Pandemic Ventures**

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

Developed Reppgear.com, a unique Shopify store with a strong digital brand identity and a strategic social media presence. The venture showcases my e-commerce prowess and is earmarked for a passionate future relaunch.

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

Established Cambridge.supply as a distinctive lifestyle brand, creating a dynamic Shopify-based platform with one-of-a-kind products. Continues to be a key entrepreneurial aspiration and a testament to my digital branding skills.

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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