

Julie Westman

UX Design Professional

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Sr Product Designer

With a proven track record in leading UX design across top-tier organizations in both the financial and healthcare sectors, I bring a wealth of cross-industry insights, further enriched by my Certified SAFe® 6 Product Owner/Product Manager certification. My deep expertise in crafting strategic, user-centric designs transcends industry boundaries, resonating with the universal mission of leveraging 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

Skills & Competencies

Design Tools: Figma, Sketch, FigJam, Miro, InVision, Adobe CS; Specializations: UI Interfaces, HCI (Human-Computer Interaction)

Collaboration Tools: Rally, Jira, MS Teams, Slack

Leadership Tools: Design Thinking (focused on innovative problem-solving in complex scenarios), Agile Methodologies and SAFe® 6 Product Owner/Product Manager Principles (thrives in managing and navigating complexities of large-scale projects), Journey Mapping (integrating information architecture principles), Content Strategy

Information Architecture: Deep understanding of organizing and structuring content for optimal user experience, especially in multifaceted projects.

Problem-Solving: Exceptional ability in identifying and resolving complex design and project challenges. Proficient in leveraging AI tools for strategic decision-making.

Writing Skills: Strong capabilities in strategic and clear communication, enhanced by the use of generative AI tools like ChatGPT for writing support.

Deliverables: Wireframes, UI Interfaces, Visual Design, Rapid Prototyping, Consultation

Professional Experience

CVS Health / Aetna | Sr. Product Designer

7/2021 - 10/2023 (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.

- Conducted competitive analysis to ensure our solutions were at the forefront of the industry, setting new standards in user experience and functionality.

Bank of America Corporation | *Projects Champion*

Workforce Management Portal

11/2020 - 6/2021 (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.

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 | *Sr. Interaction Designer*

BankAmeriDeals

02/2018 - 02/2019 (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.

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)

- 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: 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.