Julie Westman

Senior Product Designer

Julie Westman
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Design Thinker and UX Cultural Ambassador

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.

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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

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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

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