Julie Westman

UX Design Professional

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Sr. UX Lead / Product Designer

Experienced Product Designer and Design Strategist with expertise in healthcare, banking, e-commerce, and more. Specializing in strategic planning, problem-solving, and design thinking, I drive innovative, user-centric design solutions for leading brands as a Senior UX Lead and Product Designer.

Skills & Competencies

Design Tools: Figma, Sketch, FigJam, Miro
Collaboration Tools: Rally, Confluence, MS Teams, Slack
Leadership Tools: Design Thinking, Agile, Journey Mapping, Content Strategy
Deliverables: Wireframes, Visual Design, Prototyping, Consultation
Communication: Stakeholder Interviews, Team Reviews, Workshops
Tech: HTML, CSS, WCAG 2.0

Professional Experience

CVS Health / Aetna | *Sr. Product Designer*
2021 - 2023 (Perm)

- Enhanced patient check-ins with Android tablets and QR codes, leading to a streamlined web-based system and improved user experience.
- Developed a digital journey map template for modernized healthcare management, aiding in efficient strategy planning.
- Enhanced healthcare savings discovery by integrating map interfaces with the Google Search API, improving user navigation for future enhancements.
- Revamped the rewards program by integrating lifestyle fitness merchandise, enhancing member engagement with an inaugural checkout experience, and exploring future production possibilities.

Bank of America Corporation | *UX Lead*
BankAmeriDeals - Revamp
2018-2019 (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.

Next-Gen Workforce Portal
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*
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*
2019 (Contract)
- Enhanced Kantar Retail IQ's design and navigation, significantly boosting engagement and conversion rates, while upgrading it to an enterprise portal for improved access to vital insights and data.
- Additionally, developed a high-fidelity prototype to facilitate testing and optimization.

Blue Cross Blue Shield of MA | *UX Lead*
2017 (Contract)
- Led the revamp of the Medicare Options Portal with a responsive design.
- Pioneered the launch of the company's first online claims platform, improving accessibility for policyholders and agents.

TIAA | *UX Lead*
2013 - 2015 (Contract)
- Spearheaded the creative overhaul of Unified Desktop, a workstation for Financial Advisors, improving performance and user experience.
- Enhanced transactions and performance for multiple advisor profiles.

NTT Data | *UX Lead, Mobile Design & Strategy*
2009 - 2013 (Full-Time)
- Improved client satisfaction with mobile-first tech solutions for Wells Fargo, British Telecom, Fidelity, and Tufts Healthcare, driving future web innovations.
- Collaborated with traders as an NTT Data consultant to inform MVP development for Fidelity's My Prime Dashboard, enhancing performance and UI while optimizing securities lending and risk management for hedge fund managers.

Ventures and Portfolio:

Juliewestman.io | *Portfolio Website*
Digital Portfolio Venture: 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 | *Founder & Chief Creative Officer*
Pandemic Venture: 2019 - 2020
- Developed a unique Shopify store, crafting a strong digital brand, and producing physical products for online and market sales.

Cambridge.Supply | *Founder & Chief Creative Officer*
Entrepreneurial Venture: 2016 - 2017
- Established a distinctive lifestyle brand with a dynamic Shopify platform, offering physical products online and in markets.

Reppgear.com and Cambridge.Supply are currently on hiatus with plans for future revitalization.

Education:

- BFA in Graphics, Massachusetts College of Art and Design
- HTML, CSS, and Web Design Circuit, General Assembly (Completed)