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Hi I'm Tullie!

I am an Australian born, UX designer motivated in creating solutions. My method comes from a rich history in customer service, hospitality and leadership roles. I have a passion for people, design and problem solving in an innovative and empathic way, to create a deeper experience for real people and their every day problems.

Design Skills

- UX/UI Design
- Visual Design
- User Research & Testing
- Brand Strategy & Identity
- Information Architecture
- Personas & User Stories
- Low/High Wireframing
- Prototyping
- Usability & Preference
- Testing
- Content Analysis
- Branding

Design Tools

- Figma
- Sketch
- Adobe XD
- Usability Hub
- InVision
- Google Drive
- HTML
- CSS
- Javascript (Basic)
- Git/GitHub

Related Skills

I have a strong track record in retaining and empowering client relations, staff training and business development. I am passionate about the human condition, leaving the world far better than I found it and a love for adventure.

Education

Bloc

User Experience Design Program | 2018 - Present

Australian Institute of Music

Bachelor of Contemporary Music | 2002 - 2006

Projects

Personal Portfolio - from the ground up

Bloc | 2019

- Created personal branding and implemented preference testing for broader audience appeal.
- Designed and developed website from the ground up
- Implemented SEO and google analytics
- Developed the site for mobile and desktop using media queries

Clouder - Creation of a cloud storage application

Bloc | 2019

- Developed and implemented vision for user experience for web and mobile application as part of a 1000+ hour project-based apprenticeship
- Executed user-research, surveys, interviews & competitive analysis to develop personas, user stories & user flows
- Conduct usability & preference testing, presenting findings & design work to clients & external partners for review and feedback
- Created UX/UI copy and original brand elements and rebranded existing product identities (name, logo, typography, imagery, colour scheme)

Bloc Jams - creating jQuery from Javascript

Bloc | 2019

- Created a responsive web based media player application using the jQuery framework library.

Busy Bus - Mobile app redesign

Bloc | 2018

- Sketched concept idea into final ideation
- Created user surveys, research & competitive analysis to build out initial rebuild
- Low/High Fidelity deliverables

Craigslist - Website rebranding concept

Bloc | 2018

- Implemented UX research techniques to define current business and branding alongside competitive analysis of other market shareholders to develop new branding strategy.
- Developed a style guide for rebranding the craigslist.com website including logo, color scheme, imagery, typography and branding direction.