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Hi I'm Tullie!

I am an Australian born, Product designer motivated in creating solutions. My method comes from a productive history in client service, hospitality and leadership functions. My ability to solve problems creatively, with kindness and compassion has allowed me to deliver innovative solutions and a richer experience to actual people and their real world problems. I experience a love for marketing, branding and content creation, in a world where people want to box you in, I am passionate about unboxing their best!

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
- Pencil & pad

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 | Thinkful

User Experience Design Program | 2018 - 2019

Australian Institute of Music

Bachelor of Contemporary Music | 2002 - 2006

Projects

Muszu - Live Music events Search Engine & Locator

Bloc | 2019

- Currently developing a project to conduct searching, and location of live music in real time

Portfolio - HTML | CSS | JS

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

Clouder - Creation of a cloud storage website

Bloc | 2019

- Developed and implemented visions for user experience for web and mobile application - 1000+ hour project-based apprenticeship
- Executed user-research, studies, surveys, interviews & competitive analysis to develop persons, 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.

Experience

Voice & stage coach

Self Employed | 2008 - 2019

- In-depth presentation content & audience research
- Employment across 3 different nations (Australia, UK and the USA)
- Senior writing consultant on presentation content
- Lead clients in techniques that are engaging, informative and persuasive.
- Providing top quality presentations to audiences from 1 - 1,000+ pax
- Content analysis and creation for constructing client business relations

Assistant Manager

World Gym | 2015 - 2019

- Lead customer service contact for all members, guests and prospects
- Liaison between members and management staff
- Handling and processing customer complaints and compliments
- Providing hands on training for staff
- Researched, designed and created marketing media & campaigns
- Responsible for on boarding new clientele and managing client retention

Small business owner

Tea by T LLC | 2013 - 2016

- Small e-commerce site development (Shopify)
- Developed organic one-to-one (company-to-customer) relationships
- Market research and development
- Marketing - Social Media Marketing, offline marketing
- Filling sales orders and arranging delivery
- Web design and Development using ecommerce platform
- Creating engaging content to increase reordering and new client on boarding
- Resolving customer complaints, handling issues, attending to emails and inquiries
- Receiving and filling orders
- Administrative tasks and bookkeeping
- Data entry and lead generation

Notable Mentions

Scholarship Offer

Facebook & Ironhack | 2019

- Won a partial scholarship to Ironhack Miami for UX design
- Participated in a UX project challenge
- Designed a concept food delivery app for college students
- Deliverables: Competitive analysis, User Persona, User stories, wireframe sketches

Neurolinguistics Programming

Chris Howard Technologies | 2002 - 2009

- Studied and developed skills in NLP psychology, using tools and techniques to draw out the wants, needs and desires of people and/or their business
- Taught and incorporated NLP techniques to offer solutions that we both personally and professionally fulfilling
- Helped people uncover the underlying factors of how and why their current behaviour was fulfilling or distracting them from their goals
- Strategically design a journey that allowed people to move forward with their goals in a fashion that was realistic and achievable.

Product Manager | Content Creator Intern

The Pop Bag | 2011-2012

- Worked with a small team to create content for physical distribution and digital media
- Identified open opportunities in the market to onboard clientele
- Collaborated with web developer to redesign website for greater client outreach, engagement and on boarding