



PRODUCT STRATEGY | UX DESIGNER

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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, through a variety of roles. 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 the 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
- Sound Design
- Branding
- Marketing

## Design Tools

- Figma
- Sketch
- Adobe Suite
- 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 | 2016

### Australian Institute of Music

Bachelor of Contemporary Music | 2002 - 2006

## Experience

### UX Designer

Thirty Capital - Lobby CRE | 2020  
<https://www.thirtycapital.com/>

- Redesigned SaaS platform to meet the needs to investors and stakeholders vision for their product.
- Align designs to business and functional requirements.
- Worked closely with Product Owners and Project managers to create epics, stories, subtasks and bugs to deliver detailed requirements, functionality, patterns and behaviours.
- Create and deploy a usable design-system utilising Figma.
- Created documentation of the product using Atlassian as our third party host.
- Supported Development and QA by providing input, guidance and recommendations.
- Review functionality and visual look & feel of implemented screens against design compositions and functional specifications.
- Provide knowledge of user interfaces best practices and standards
- Adhere to release and sprint schedules defined by product management teams.
- Design enterprise software for complex data entry and data presentation.
- Leverage established design systems while creating unique components to leverage the acceptance criteria and affordance for large data.
- Deliver concepts from whiteboard to high fidelity wireframes.
- Work closely with teams of people in-person and remotely (international), leveraging multiple communication tools for ease of accessibility.

*"Tullie came in and changed the game for me. She's going to ask the tough questions so we can get the best solutions" - Nikki Shannon (NSF management)*

### Design & Branding Strategy

NSF Management | 2020  
<https://www.nsfmgmt.com/>

- Created and built social media strategy for 4+ clients to hand off to project management after deployment
- Worked with key company stakeholders to realign branding values and messaging to foster a continuous culture of positive change and support through all levels of the company.
- Worked with Artists and their management to strategise a plan that would build upon the desired outcome of the artist brand.
- Forecast projections by researching SEOs that would optimised their audience exposure In artists/businesses target audience.
- Collaborated with all branches of the company to provide full-scope service of research, UI, UX, testing, development and education at every level to ensure branding and messaging was clear and consistent across the board.

## UX Designer

Axispoint - RYEBOX™ | 2019 - 2020

<https://www.rytebox.com>

- Conceptualise, mock, design and deliver solutions to complex workflows and data with creativity and clarity.
- Present and communicate a variety of UI concepts in response to a problem.
- Designed product as SaaS platform.
- Identify problems in the design and provided solutions with clear flow and functionality.
- Developed actionable Insights based on continuously synthesising user feedback to improve UX.
- Align designs to business and functional requirements.
- Document specifications, defining functionality navigation and interaction models.
- Create and deploy a usable design-system utilising Figma.
- Create and manage design patterns using company platforms (confluence/Jira).
- Worked closely with product managers and development teams.
- Provide input, guidance and recommendations on information architecture, QA and design.
- Review functionality and visual look & feel of implemented screens against design compositions and functional specifications.
- Maintained brand values from Logo to Style guide.
- Worked cohesively with outsourced Visual Design team to rebrand and realign brand values with brand Image.
- Developed User Personas to drive the businesses direction towards their target audience and streamline business goals with their needs and the MVP.
- Read over 20 books within 3 months on the music business and its transition through the age of the Internet as research material.

## Owner

Tea by T LLC | 2013 - 2016

<https://www.teabyt.com> (No longer available)

[instagram.com/teabyt](https://www.instagram.com/teabyt)

- Managed all the day-to-day operations
- 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
- Ensured all orders were fulfilled in a timely manner (within 1 business day) which resulted in 98% customer satisfaction
- Developed and designed digital footprint through social media platforms (instagram, facebook, snapchat)
- Creating engaging content to increase reordering and new client onboarding
- Resolving customer complaints, handling issues, attending to emails and inquiries
- Receiving and filling orders
- Administrative tasks and bookkeeping
- Data entry and lead generation

## Voice & Stage coach

Self Employed | 2008 - 2019

- In-depth presentation content & audience research
- Worked with singers from 3 years old to 89 to improve their vocal ability, speech impediments and train them for stage and presentations.
- 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

*"a devoted professional who has at her command a treasure chest of tools and creative ideas..."*  
- James Alexander (Engineer/Student)

## Projects

### Muszu - Live Music events Search Engine & Locator

Blavkhaus - Muszu | 2012 - 2020 #GetOut

- Created business plan to launch mobile application as the main source of information.
- Research and development to create competitive analysis and user surveys
- Developed user personas to match the problems, needs, wants and frustrations surrounding the build out of an MVP. Defined MVP and backlog to create user stories.
- Designed Styles guide and a reference for designing a system that efficiently aligns with branding and messaging.
- Launched social messaging avenues to capture audience attention.
- Wrote copy for social media messaging
- Reiterated business plan and designs to meet the changing times of target audience groups.  
(NOTE: This project continues)

### Savoir Faire - Textiles and Visual Design

Robyn Flowers - Visual Artist | 2010 - 2020

[Savoir Faire](#)

- Sketched jewellery design and hardware for production.
- Researched and kept up to date with current social trends surrounding accessories and outer wear.
- Designed the interior of the physical location of the storefront.
- Moved on to designing website and social media platforms before handing them off to a designated team.
- Worked closely with owner to provide yearly line of new designs.

## Covid Comm - Open Source Mapping/Alert Application

#CovidComm - 2020

- Research/Development and design for Google Mapping API driven application.
- Mood boarding UI for design deployment within 24 hours of core functionality being built out.
- Created flow using Figma and draw.io to communicate flow and prioritisation of data Ingestion and Information output
- Create indepth copy for Terms & Conditions and Privacy Policies surrounding Federal Legal Measures.

## 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

*"Tullie gets things done with people that I haven't experienced before. She takes the time to listen to you, and feel Included. Working with her has been one of my greater lessons as a teacher."*  
- Charlie Cianciolo (Blackhaus)

## 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

## 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.

## Notable Mentions

### Scholarship Offer | UX

Facebook & Ironhack | 2019

[Project Link](#)

- Won a scholarship through assignment 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

### Product Manager | Content Creator Intern

The Pop Bag | 2011-2014

- 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

## 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.

*"[her] out of the box thinking and strategies, were critical for us to be able to objectively deliver content that aligned with my business and our core audience."* - Pamela Craig (The POP Bag)