TULLIE HELENE

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. 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

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

Experience

UX Designer

Axispoint | 2019

- 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,
- 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,
- 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.

Owner

Tea by T LLC | 2013 - 2016

instagam.com/teabyt

- Managed all the day-to-say operations which turned over approximately $18,000 a year
- Small e-ecommerce 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 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

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

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 | 2011-2014

- 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

"[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

Projects

Covid Comm - Open Source Mapping/Alert Application

#CovidComm - 2020

- Research/Development and design for Google Mapping API driven application.

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

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.