

JULIA E. DURALL

Product Designer

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Professional Summary

User experience design professional with extensive experience working in collaboration with internal teams and stakeholders to improve usability and accessibility for enterprise software products and websites. Recent experience updating B2B and B2C desktop applications for web accessibility and working as a UX Designer on SCRUM/Agile product teams.

Skills

- Agile methodology using SCRUM
- Design thinking
- Responsive web design: desktop and mobile platforms
- Usability testing
- User research
- Persona creation
- Wireframing
- High-fidelity mockups
- Interactive prototypes
- Photography: portraits, products, and places
- Graphic design
- Marketing
- Creative writing

Tools

Visual Design / Prototyping: Photoshop, Illustrator, InDesign, Sketch, InVision, Figma, AdobeXD, Axure RP

Front-End Design: Dreamweaver, Foundation, Bootstrap, HTML and CSS

Productivity: Microsoft Office, Google Apps, Keynote, Confluence, JIRA, Box, Abstract, Sharepoint

Communication: Slack, Google Meet, Zoom, WebEx, Lifesize, Skype

CRM Systems: Salesforce, Microsoft Dynamics

Design Experience (all in Austin, TX)

2019-2020

UI Designer - Watermark Insights

- Updated the user interface of an acquired product to meet WCAG 2.1 accessibility standards using Sketch and Abstract, which enabled sales to universities requiring Section 508 compliance
- Collaborated cross-functionally with Project Managers, Lead UX Designers, and Engineers
- Created high-fidelity mockups, design style guide, and Sketch symbol library
- Presented work to stakeholders and design team in weekly critique meetings

2019

UI/UX Designer - Austin Community College

- Led projects as the sole UI/UX designer to modernize internal applications within the ACC IT Services, increasing ease of use of online services for 72,000 students, faculty, and staff
- Conducted market research and usability testing using task tree tests and questionnaires
- Designed wireframes, high-fidelity mockups, and style guides using Adobe XD
- Presented work to stakeholders and bridged communication gap between departments, enabling completion of project

2017-2019

UX Designer - Civitas Learning

- As a UX designer on two product teams, participated in development sprints using Scrum/Agile method and JIRA, cross-functional meetings, and collaborative feedback sessions with UX team, supporting multiple KPI initiatives including a 10% reduction in customer service requests
- Used Sketch and InVision regularly for mockups, wireframes, and prototypes of new product features and design assets, product demos, and presentations
- Implemented a product UI refresh for accessibility on two products, increasing sales by 20%
- Completed a strategic research study to assess integration opportunities within the Civitas product suite, and presented findings to key stakeholders including the co-founder/VP of Product & Strategy
- Performed product usability audits, research, and testing

2016

Interaction Designer - Fjord Austin

- Collaborative UX design role in a design agency
- As part of a team dedicated to a national car rental client, contributed to personas, synthesis of interview data, product usability audits, wireframes, planning for product redesign, and presentation slide decks

2016

UI Designer/Visual Designer - Interline Vacations

- Collaborated with product manager, UX designer, and developers on a redesign of a website for travel industry customers
- Established visual and interface design for the project
- Contributions included style guide, icons, and web page mockups

2008-present

Sole Proprietor, Designer, Photographer - Julia Elizabeth Photography & Design

(part-time, freelance)

- As the business owner, created websites, logos, marketing materials, price quotes, and invoices for my freelance business
- Designed visual style, information architecture and content of informational and e-commerce websites, including an Etsy shop
- Created photographs of products, people, and places, as well as custom photographic name art
- Demonstrated superior interpersonal skills with diverse group of clients

Education

Austin Community College

Associate of Applied Science, May 2016

Visual Communication - User Experience Design

The University of Texas at Austin

Bachelor of Science

Radio-Television-Film, production sequence