

# JULIA ELIZABETH 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.

### SKILLS

- Design thinking
- Agile methodology using scrum
- Responsive web design: desktop and mobile platforms
- Product design
- 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

### EDUCATION

**Austin Community College, May 2016**  
**Associate of Applied Science**  
Visual Communication - User Experience Design

**The University of Texas at Austin**  
**Bachelor of Science**  
Radio-Television-Film, production sequence

### EXPERIENCE (ALL IN AUSTIN, TX)

#### UI Designer – Watermark Insights

Sept. 2019-Mar. 2020 (contract)

- Updated the user interface of an acquired product to meet WCAG accessibility standards using Sketch and Abstract
- Created high-fidelity mockups, design style guide, and Sketch symbol library
- Presented work to stakeholders and design team in weekly critique meetings

#### UI/UX Designer – Austin Community College

Jun. 2019-Sept. 2019 (contract)

- Led projects as the sole UI/UX designer to update internal apps within the ACC IT Department, including MyACC student portal and a website for IT Services
- Conducted market research and usability testing for existing apps
- Created wireframes, high-fidelity mockups, and style guides using Adobe XD
- Presented work to stakeholders, fostered communication between departments

#### UX Designer – Civitas Learning

Aug. 2017-Mar. 2019 (full-time, acquisition-related layoff)

- As a UX designer on two product teams, participated in development sprints using Scrum/Agile method and JIRA, in cross-functional meetings, and collaborative feedback sessions with UX team
- 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
- Completed a strategic research study to assess integration opportunities within the Civitas product suite, and presented findings to key stakeholders
- Performed product usability audits, research, and testing

#### Interaction Designer – Fjord Austin (formerly Chaotic Moon Studios)

Dec. 2016 (contract)

- 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, planning for product redesign, Keynote presentations, and wireframes

#### UI Designer/Visual Designer – Interline Vacations

Nov. 2016 (contract)

- 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

### ADDITIONAL EXPERIENCE

#### Sole Proprietor, Designer, Photographer – Julia Elizabeth Photography & Design

Jan. 2008 – present (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 clientele