

JULIA CHAYLA PLOWDEN

Senior UX Designer

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PROFESSIONAL SUMMARY

Experienced UX/UI Designer working with SaaS platforms to craft intuitive and visually appealing user experiences for B2B digital products, with a focus on healthcare. Self-starter who ensures research-based and user-centric design thinking for successful product improvements and new features. Takes great pride in possessing creative and technical skills to contribute to cross-functional teams for web and mobile products or applications.

SKILLS

- Mockup
- Wireframe
- Prototype
- Information Architecture
- Accessibility - WCAG
- Site Maps
- Research and Testing
- Storyboards
- Graphic Design
- Design Systems
- UX Writing
- Responsive Design

TOOLS

- Figma
- Miro
- Jira
- Confluence
- Slack
- Azure
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Microsoft Office/Teams
- Google Workspace
- Fullstory

WORK EXPERIENCE

UX Designer | Conductiv - Remote

03/2024 - Current

Orchestrating Accessibility initiatives throughout Conductiv's B2B tech platform while managing design updates, connecting with engineers to modernize the design system, and streamlining project files to improve collaboration.

- Recent projects included: producing final designs for the new CERA logo, providing designs for the platform's modules, and coordinating with team members to strategize usability testing for different customer organizations.
- Pioneering the Accessibility initiative throughout the Conductiv platform, website, Reprise demos, and other marketing materials, to meet WCAG standards. (Example: correcting the failed color contrast from 4.3:1 to 7.09:1.)
- Leading the charge for updating the design system's master components, and partnering with engineers to implement these updates on the platform to be consistent and current with industry design trends.
- Reorganizing the Figma project files and adding documentation, to instill better communication throughout the product's adaptive, agile development process, including responsive designs, prototypes, specs, and user flows.
- Meeting with teams to coordinate business goals and client requirements (aka "Customer Enhancements") to prepare high-fidelity mockups or design concepts, data visualizations, presentations, and other deliverables.
- Fulfilling tasks for the team as the interim Product Manager for the platform's Sourcing Roadmap module.

Visual Design Consultant | ATDC/Freelance - Remote

10/2023 - 02/2024

Leveraged years of experience to manage UX and UI design projects for continuous improvements of digital products for end-user engagement, customer satisfaction, and business goals.

- Tested UI and UX for the platform's mobile and web applications to ensure 100% accuracy or corrections of elements, which included animation, workflows, menus, buttons, banners, CTAs, and layouts.
- Conducted user research and 17+ usability tests to analyze user behaviors to integrate feedback, validate iterations, and evaluate UX effectiveness within new or existing applications.
- Oversaw workshops that communicated UX strategies and designs while guiding other designers, developers, stakeholders, and project managers.
- Executed end-to-end design processes, producing 30 wireframes, 20 prototypes, and 50 UI designs, resulting in a 25% improvement in visual appeal and user-friendliness.

UX Designer | Fynn.io - Atlanta, GA

03/2022 - 09/2023

Spearheaded plans that included 1 of 3 B2C mobile platforms while establishing new B2B features for the SaaS healthcare platform, Fynn Community.

- Attained close working partnerships through effective collaboration with engineers, product, the marketing team, and other cross-functional colleagues in 3 different time zones, including India.
- Advocated for user needs after guiding and conducting UX research, interviews, and 50+ usability tests to identify user behaviors and pain points.

- Influenced Figma adoption in a fast-paced environment resulting in a 30% decrease in production time and \$1,200 in cost savings.
- Performed presentations while using high-quality solutions storyboards, maps, graphics, mockups, and diagrams.

Product Designer | Freelance - Remote 01/2019 - 02/2022

Solved real-world problems for customers through data-driven decisions and current design trends, resulting in increased conversion rates of 27% on average via the product's design and usability.

- Maintained and contributed to design systems and information architecture for 99% consistent styling, digital assets, and accessible, visual designs.
- Provided analytical, modern design patterns while achieving high-level quality assets for implementation, mockups, presentations, or prototypes.
- Developed simplified, complex workflows, personas, and scenarios for the understanding of the user journey with empathy to provide user-centric designs from quantitative and qualitative analysis.
- Owned over 15 initiatives encompassing end-to-end processes through design rationale based on feedback to optimize solutions for high-impact user experience and interface designs taken from broad ideas.

Graphic Designer | Freelance - Remote 06/2015 - 11/2018

Generated graphic art and illustration for assignments and projects for industries utilizing mobile and web platforms, social media, and print production.

- Developed creative decisions, resulting in a 95% success rating in customer satisfaction for contracted projects.
- Coordinated with copywriters and marketing team leaders to bring concepts to life across channels to complete successful contracted projects for digital art and print production.
- Crafted over 80 icons and custom typography, tailoring designs to meet unique client needs, resulting in personalized and impactful visual, brand identities.

Internship - Graphic and UI Designer | Livobooks - Remote 02/2013 - 05/2013

Created original designs based on approved assets provided by the client and product owners for interactive design for the Animal Planet campaign for children ages 5 - 12 years old.

- Restructured the work process and design flow by organizing asset files in conjunction with using knowledge of Adobe Illustrator to reduce production time by 10% while improving the quality of deliverables.
- Analyzed and researched opportunities for design improvement to ensure were 100% accessible.
- Delivered over 25 components according to specifications provided in requests and tickets from managers and team leads for feedback, formed iterations, and supplied the final deliverables on time.

EDUCATION

Bachelor's Degree | Art Institute of Atlanta - Media Arts and Animation 03/2013

- Graduated Magna Cum Laude 2013
- First Place Winner, Character Design Contest - Animation Club 2011
- Second Place Winner, Clay Sculpture - Student Work Art Show 2010

Analytics Certification | Google 11/2021

Coding Certification | SheCodes 12/2021

UX Design Certification | Google and Coursera 01/2022