

# JULIA HENSLEY

Senior UX and UI Designer | Design Excellence | Metrics-Driven Design | Sustainable Design

+12069317407 @ hello@juliahensley.design https://www.juliahensley.design/

https://www.linkedin.com/in/julia-hensley-design/ Santa Fe NM, 87505

## EXPERIENCE

### Senior Design Strategist

#### EDF Renewables North America

01/2022 - 01/2025 San Diego, CA

- Pioneered UX practices in a traditionally non-design-focused industry
- Drove digital transformation and user-centered solution innovation
- Conducted 2 accessibility audits and created 5 clickable prototypes
- Contributed to 35% operational efficiency improvement, increased user experience satisfaction and improved product usability metrics
- Developed design system and accurate instructional guidelines to standardize and maintain consistency of digital experiences across 500+ workers
- Implemented proactive AI design guidelines to democratize design for cross-functional teams

### Senior UX Designer

#### Luxoft Smashing Ideas

01/2019 - 01/2022 Seattle, WA

- Delivered high-impact UX solutions across diverse industries, focusing on user-centered design approach and development of innovation strategies
- Led UX Design for Seattle Metro transit app, improving accessibility for 430,000+ monthly riders
- Designed and conducted gamified Design Thinking initiatives for 300+ Fortune 500 pharma employees, achieving 9/10 product satisfaction rating
- Led UX Design for mobile solution supporting 40,000 caregivers and 900,000+ patients in regional healthcare network

### UX Consultant

#### Xbox via HCL Technologies

01/2019 - 12/2019 Redmond, WA

- Collaborated with design team and developers to create innovative social media platforms for gamers, facilitating fabrication and execution of mobile, tablet, and laptop experiences
- Implemented Sketch and Zeplin, reducing development times and improving communication

### Senior UX Designer

#### lululemon via AIM Consulting

01/2018 - 01/2019 Seattle, WA

- Directed UX and UI Design of Fortune 500 e-commerce platforms processing of 5 million+ international payments across Japan, France, and Germany
- Co-authored International Style Guide ensuring consistency of brand experience across global digital touchpoints, resulting in 15% increased ease of development

## SUMMARY

Innovative Senior UX and UI Designer with over 7 years of experience in UX Design and Design Strategy, versed in creating seamless user experiences across web, mobile and tablet. My key achievements include driving a 35% operational efficiency improvement through user-centered solutions at EDF Renewables and leading a UX redesign for the Seattle Metro transit app that enhanced accessibility for over 430,000 monthly riders. Seeking a Senior UX/UI Designer position with leadership opportunities and a focus on elevating experiences for users while boosting business objectives.

## KEY ACHIEVEMENTS



### Seamless User Experience

Improved user satisfaction by 35% through streamlined design, enhancing user experience and operational efficiency.



### Present to Leadership

Presented design system to leadership, empowering over 500 employees with consistent digital experience across teams.



### Engaging Design Initiatives

Achieved 9/10 product satisfaction rating during gamified Design Thinking initiatives for 300+ pharma employees.

## TRAINING / COURSES

### Certificate in UX Design

General Assembly

### Certificate in Extended Reality (AR/VR) Design

University of Michigan

## LANGUAGES

### English

Native



### French

Proficient



## EXPERIENCE

### Senior UX Designer

#### RealNetworks via Prime Team Partners

01/2018 - 12/2018 Seattle, WA

- Prototyped innovative facial recognition design vision for iPad kiosk security and registration interfaces
- Leveraged human-centered design principles to create clickable macOS and web prototypes for facial recognition software for schools and airports across the U.S. and Canada

### Visual and UX Designer

#### Starbucks via AIM Consulting

01/2017 - 01/2018 Bellevue, WA

- Collected and analyzed data and created high-impact data visualizations to communicate critical findings and redesign recommendations to leadership, leading to 30% increase in sales
- Interviewed site users across five cities to analyze and optimize user experiences
- Created clear, high-impact data visualizations including service flow diagrams, site maps, personas and journey maps to articulate and advocate for high-impact changes

### Senior UX Designer

#### Microsoft via HCL Technologies

01/2017 - 12/2017 Redmond, WA

- Designed Microsoft US Immigration Portal for over 20,000 employees worldwide, meeting high-priority marketing goals and resulting in 75% usability score increase in focus groups
- Delivered 22+ pages of design on time and on budget, incorporating feedback during weekly presentation to meet business, usability and technical expectations
- Managed partnership with engineering teams in daily scrum throughout project lifespan
- Achieved 100% accessibility compliance according to analysts of stringent company guidelines

### Additional Professional Experience

07/2016 - 10/2016 Seattle, United States

- Designed UX and UI for innovative startups including UTRIP and Autel Robotics

## EDUCATION

### Bachelor of Fine Arts (BFA) in Painting

#### Boston University

Boston, MA

## AWARDS

 Graduated magna cum laude

 Honors in AR/VR

## SKILLS AND COMPETENCIES

Figma Sketch JIRA

Adobe Creative Suite Miro Mural

Photoshop Illustrator HTML CSS

Apple iOS Canva Jira

Confluence GenAI Design

Benchmark Metrics

Responsive Web Design

UX/UI Design Wireframes

Prototypes Design Systems

Atomic Design Brand Standards

Typography Color Theory

Layout Design Visual Design

Design Principles Usability Testing

Human Centered Design

System Thinking Communication

Strategic Initiatives Design Strategy

Web Design Mobile Design

Tablet Design User Flows

Metrics Driven Product Design

Jira Epics QA ECommerce

## INTERESTS

 Painting

 Hiking

 Acting

 Cycling

 Sustainability