

# JULIA HENSLEY

## UX/UI DESIGNER AND DESIGN STRATEGIST

Collaborative and passionate UX/UI Designer focused on research-driven, user-centered solutions that drive business results. Skilled in presenting design viewpoints, testing and implementing strategic solutions. Adept at combining art and technology to create functional, user-friendly designs with an emphasis on accessibility and sustainability.

### EXPERTISE

- UX Design
- Wireframes and Prototypes
- UX Research
- Visual Design
- Human-Centered Design
- AI Design
- Systems Thinking
- Service Design
- Usability Testing
- Agile
- Instructional Design
- Workshop Facilitation
- Cross-Functional Communication

### WORK EXPERIENCE

#### SENIOR DESIGN STRATEGIST

2022 – 2024

##### EDF RENEWABLES, San Diego, CA

Integrated UX practices into a traditionally non-UX industry, collaborating with Change Management professionals and leading a small design team to implement user-centered methodologies.

• Conducted accessibility audits, developed clickable prototypes and developed training materials to transform field operations for over 500 workers.

- Tested AI beta in Miro and developed guidelines to democratize design for non-designers.
- Ideated engaging Service Blueprinting workshops to map improve efficiency and streamline digital operations.

#### SENIOR UX DESIGNER

2019 – 2022

##### SMASHING IDEAS | LUXOFT USA, Seattle, WA

Delivered impactful UX solutions for clients of a premier design agency, leading projects across industries:

- Designed and led gamified virtual Design Thinking workshops for 300+ Fortune 500 pharma employees, earning 9/10 ratings, facilitating innovation and driving global adoption to boost competitiveness.
- Spearheaded UX for Seattle Metro's transit app, transforming experience for 430,000+ riders per month.
- Guided UX of an iPad training app for a major Northwest aircraft manufacturer.
- Transformed UX research into a mobile solution supporting 40,000 caregivers and 900,000+ patients in a major regional healthcare network.

#### UX CONSULTANT

2019 - 2019

##### HCL TECHNOLOGIES FOR XBOX, 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

2018 - 2019

##### AIM CONSULTING FOR LULULEMON, Seattle, WA

Enhanced international guest experience and ensured accurate localization for Fortune 500 e-commerce sites.

- Owned UX/UI design, brand and engineering compliance across sign-in/up, dashboard, order history, wallet, and wishlist experiences for sites processing thousands of payments in Japan, France, and Germany.
- Co-authored International Style Guide to maintain a cohesive brand presence across global platforms.

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SENIOR UX DESIGNER 2018 - 2018

**PRIME TEAM PARTNERS FOR REALNETWORKS**, Seattle, WA

Prototyped innovative facial recognition design vision for iPad kiosk security and registration interfaces.

- Leveraged human-centered design principles to ideate and iterate clickable macOS and web prototypes for high-profile facial recognition software used in schools and airports across the U.S. and Canada.
- Collaborated with design, product, and marketing to ensure feasibility, usability and brand compliance.

VISUAL AND UX DESIGNER 2017 - 2018

**AIM Consulting** for **Starbucks**, Bellevue, WA

Created high-impact data visualizations to communicate critical findings and redesign solutions.

- Interviewed site users across five cities, analyzed and visualized data to optimize opportunities for experience enhancement, including service flow diagrams, site maps, data-rich personas and journey maps.
- Achieved outstanding performance remarks from client on usefulness of tools beyond project scope.

SENIOR UX DESIGNER 2017 - 2017

**HCL Technologies** for **Microsoft**, Redmond, WA

Interpreted user needs and business requirements into design of Microsoft US Immigration Portal for over 20,000 employees worldwide, achieving praise from users and stakeholders on helping the team meet a top-priority goal.

- Delivered 22+ pages of design on time and on budget, meeting business, usability and technical expectations.
- Integrated efforts with onshore and offshore engineering teams in daily scrum throughout project lifespan.
- Achieved 100% accessibility compliance according to stringent company guidelines.

CONTRACT UX DESIGNER 2016 - 2016

**UTRIP**, Seattle, WA

Developed rapid iterations of visuals for value proposition of startup travel website.

- Actualized company-wide creative direction and quickly iterated to innovate 5 mobile and desktop designs.

CONTRACT UX DESIGNER 2016 - 2016

**AUTEL ROBOTICS**, Bothell, WA

Increased startup's conversions with e-commerce purchasing funnel design. Drove research-based changes for critical design improvements to test 6 points higher than Amazon or Apple in contextual interviews.

## EDUCATION

Boston University, Boston, MA

Bachelor of Fine Arts (BFA) Painting

## PROFESSIONAL DEVELOPMENT

Certificate in UX Design

General Assembly, Seattle, WA

Certificate in Extended Reality (AR/VR) Design

University of Michigan

## CONTACT

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