Julie Xie
UX DESIGN & STRATEGY

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EXPERIENCE

Freelance UX Designer   **Dec. 2015 - Present**
Curaytor
- Conducted market research and designed wireframes for live chat feature, which is currently in development.
- Created wireframes for consumer real estate search and agent CMS.

UX Designer-in-Training   **Sept. - Nov. 2015**
General Assembly (full-time program consisting of project-based professional training.)
- **Friends of Fort Point Channel:** Co-authored 100-page UX architecture guide to redesign website of local nonprofit. Deliverables included extensive user research, site map, usability testing, wireframes, and visual design. Client has intention to implement designs. *Role*: Lead interaction designer, client relations manager, presentation designer.
- **Virgin Atlantic:** Co-authored 130-page UX guide for kiosk/tablet concept that would reduce airport check-in time by 50%. Deliverables included business analysis, hardware specs, wireframes, and storyboards.

Project Manager & Staff Writer   **Jun. 2014 - Aug. 2015**
Boston Globe Media Partners
- Managed successful launch of new real estate site, participated in UX processes, including user interviews and information architecture.
- Implemented methods to increase audience engagement based on data analysis and experiments.
- Interviewed local residents and experts to write 3-4 articles per week.

City Desk Intern   **Jan. - May 2014**
The Philadelphia Inquirer
- Wrote stories, with focus on strong narrative and storytelling, that regularly appeared on front page of local news.

Managing Editor & News Editor   **Dec. 2011 - Dec. 2013**
The Daily Pennsylvanian
- Led staff of 20 student editors and made final editorial and design decisions.
- Formed web development team, boosted unique visitors by 30% in 1 year.
- Trained 12 staff writers, edited 25-30 stories per week, directed 2012 presidential election coverage, which won national college award.

EDUCATION

UX Design & Front End Web Development   **2015**
General Assembly

Bachelor of Arts, Communication and Economics   **2010-2014**
University of Pennsylvania
Magna Cum Laude

SKILLS

Interaction design
Wireframing
Writing
Business analysis
Rapid prototyping
Info architecture
User interviews
Contextual inquiry
Persona creation
Storyboarding
Presentation design
Client management

TOOLS

Illustrator
Sketch
InDesign
Photoshop
HTML/CSS
Bootstrap
Javascript/jQuery
Git (version control)
InVision
Balsamiq
JIRA