



Hello! I'm Julie, a UX Design Leader with a Master's in HCID, 12 years of UX Design and Engineering experience, and a passion for:



designing gorgeous & intuitive products
approaching design from a system perspective
building trust across dynamic, cross-functional teams



<https://hobsoj2.github.io/>



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WORK EXPERIENCE

TECOLOTE RESEARCH, INC.

UX Design Manager | June 2022 - Current

My current role is to set the overall product vision for four projects. I built a UX team from scratch: hiring three additional UX Designers in three months and setting team processes, rituals, mentoring, and vision for our coordinated design work across each project, including introduction of Figma design systems for each product. In addition to lead work and cross-functional team coordination, I produce high-level and detailed design for the most important features.

Senior UX Designer | April 2020 - June 2022

UX Designer | April 2018 - April 2020

Singular UX designer for three projects (four B2C websites + three B2B webapps). Work closely with business analysts, marketing, and development to prioritize requirements and shape product vision from user needs. Conduct user research on a wide range of users (from general to highly technical) and create flows, wireframes, interactive prototypes, high-fidelity mockups, and detailed specs. Design beautiful, intuitive, useful, learnable, accessible, and cohesive websites.

PHYSIO-CONTROL

Systems Engineer | September 2015 - September 2016



Acted as a technical liaison among PMs, marketing, and engineers to define the product's big picture: how it integrates into the larger connected system. Designed user journeys and built interactive prototypes to test with users and advocate for design changes. Assisted in user research (focus groups, ER shift observations).

Engineering Librarian | February 2014 - September 2015



Interviewed and observed users of the current CAD Library system to pinpoint sources of inefficiency and error. Designed a new user flow and implemented a new database with graphical UI that allowed multiple users and limited manual entry.

POCOCK RACING SHELLS

Electrical Engineer / Product Designer | June 2010 - July 2013



Designed the UI, software, and hardware of a sensor network for crew boats. Conducted all user research (interviews, extended observation, ethnography).

EDUCATION

CITY, UNIVERSITY OF LONDON (London, UK)

MSc, Human-Computer Interaction Design | Graduated with Distinction: 2018

Included a published user research dissertation and fundamental design coursework: Info. Architecture, User Testing, Cognition & Tech, Accessibility, Data Visualization.

WASHINGTON STATE UNIVERSITY (Pullman, WA, USA)

BSc, Biomedical Engineering | Graduated summa cum laude: 2010

skills

INTERVIEWS

USER TESTING

PRODUCT VISION

DESIGN SYSTEMS

DEVELOPMENT SPECS

ACCESSIBILITY (WCAG 2.0)

INFORMATION ARCHITECTURE

INTERACTIVE PROTOTYPES

HIGH-FIDELITY MOCKUPS

USER JOURNEY MAPS

TECHNICAL LIAISON

SURVEY DESIGN

DATA ANALYSIS

STORYTELLING

TYPOGRAPHY

WIREFRAMES

tools

FIGMA

FIGJAM

POWER BI

AZURE DEVOPS

PROTO.IO

SKETCH

languages

CSS

HTML

SQL