

Julia Cortopassi

UX/UI Consultant,
Certified Scrum Master



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EDUCATION

Yale University B.A. Psychology, Art and Art History coursework
2009-2013

WORK EXPERIENCE

Independent Contractor **UX/UI Lead**
Jan 16 - Current
Sourced four projects and employed additional contractors to help meet demand. Projects include Margaritaville website relaunch, Unite US version two platform, RxData platform design & company branding & GiveDirectly print collateral & site redesign

Atto Consulting **Design Lead**
2013 - 2016
Scaled design contractor network based on project needs & demand. See "Client Project Experience" for description of project experience

Publicis BOS Group **Junior Graphic Designer**
2014 - 2013
Conducted competitive brand audit & designed identity concepts for the Simplot rebrand. Designed internal collateral & stage design for the AXA rebrand. Designed logo concepts for a new ADT product

Rent the Runway **College Marketing Intern**
Summer 2012
Grew college ambassador program from 20 to 130 schools. Created metrics to measure program impact & determine reward structures

SKILLS

Certified Scrum Master

Adobe PS, IL, ID

Wordpress

HTML & basic CSS

SPSS, Qualtrics

Brand strategy

Guerilla marketing

Brand ambassador Programs

DESIGN & UI

Grid & layout

Color theory

Typographic systems

Identity systems

Infographics

Responsive design

Modular design

Styleguides

UX

User research

User personas & stories

User flows & journeys

Competitor audits

Acceptance criteria

Wireframing

Prototyping

Usability standards

CLIENT PROJECT EXPERIENCE

Unite US Incorporating v1 feedback from customer support team and observational studies to improve a product that helps NGOs match veterans with service providers and track benefits received

Margaritaville Leading a team of four designers to redesign Jimmy Buffet's Margaritaville website. From mood-boarding to high fidelity prototypes this is a design-heavy project with complex problems regarding fragmented stakeholder representation

Luminary Labs Designed & prototyped 508 compliant interface for a platform that manages US Government & corporate run public contests. Gathered requirements & user feedback, led design for 2.0 release

Segovia Created wireframes, styleguide & InVision prototype for an employee, fraud and transaction management tool. Designed presentations for both seed and a Series A funding round that closed \$14M

RxData Concepted, designed, & prototyped a data visualization rich market access web application. Concepted and designed identity system for four products. Designed print collateral and promotional giveaways

GiveDirectly Wireframed, designed & prototyped pages for a donor iOS app & informational site. Contributed to digital campaign featured on the largest billboard in the world

Furnishare Led product development & design for an early stage furniture leasing startup. Created personas, user flows, wireframes, styleguide & final comps

Cariclub Managed product design from concept to final comps for a responsive web app that connects young professionals with nonprofit junior boards. Ran KKR and CitiGroup focus groups

Zaahah Led R&D team for website & Phonegap app that manages afterschool activities by spurring safe communication & consolidating disparate social tools

Plantbid Created wireframes, user flows, & final comps for an iOS app for a company that connects nurseries with landscapers

Blackchip Designed new features including stat visualizations for a sports analytics iOS app that helps consumers make informed statistical inferences about sports outcomes