

# JULIA HAWLEY

## EXPERIENCE

### Design Director

#### The Sentinels of Maryland / Jun 2020–Present

Strategized and implemented a redesign of the community newspaper website using BLOX CMS. Improved user experience through clearer organization and engaging article layouts. Design and integrate banner ads. Manage user contributed content and social media channels.

### UX/UI Designer

#### CodeRIT Hackathon / Jun 2020–Present

Create user flows, wireframes and prototypes for the campus hackathon club. Collaborate closely with engineering students to refine designs.

### UX/UI Design Lead

#### Product Buds Project Jam / Jun–Aug 2020

Conducted a user survey to gain an understanding of how people consume news for a 10-week sprint. Applied survey metrics to inform the design of a mobile news aggregator with the goal to educate users on news bias. Lead the design direction and educated other team members on product design.

### User Experience Design Intern

#### M&T Bank Corporation Buffalo / Jun 2019–Dec 2019

Iterated concepts to update the current design system and improved information architecture. Designed high fidelity wireframes for design system components. Conducted qualitative research to inform the design of a recruitment site. Facilitated multiple design thinking workshops for 10-60 person teams across the bank.

### Co-Lead Director

#### Thought At Work Design Conference / Nov 2017–March 2020

Designer and conference coordinator for the student-run, 300+ attendee design conference at RIT. Facilitated transition from a conference planning group into a multidisciplinary design organization through team leadership, time management, and communication.

### Industrial Design Competition Winner

#### T-Minus 151 Design Challenge / Jan 2018, 2019, 2020

First place winner of the 2020 week-long design challenge, selected from 40 other teams consisting of the entire Industrial Design program. Managed a team of three designers from RIT to rapidly create a product experience solution. Clients included Rochester Refugee, Ugandan Water Project and RIT.

## CONTACT

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## EDUCATION

Rochester Institute of Technology (RIT)

BFA Industrial Design

Expected 2021 / GPA 3.93

## SKILLS

UX/UI

Leadership

Design Thinking

Sketching

Rapid Prototyping

Visual Design

Usability Testing

Event Planning

Softgoods

CAD

## TOOLS

Adobe CC

Figma

Sketch

InVision

Solidworks

Keyshot

HTML/CSS