

JULIA HENSLEY

Senior Product Designer | Senior Design Strategist | GenAI UX Designer

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EXPERIENCE

Senior Design Strategist

EDF Renewables North America

📅 01/2022 - 01/2025 📍 San Diego, CA

- Pioneered introduction of 80+ key UX methodologies in a traditionally non-design-focused industry to drive digital transformation and user-centered innovation
- Conducted 2 accessibility audits and created 5+ clickable prototypes, enhancing and raising awareness of usability best practices
- Contributed to 35% operational efficiency improvement, enhancing user experience satisfaction and product usability metrics
- Developed design system and 45+ accurate instructional guidelines to standardize and maintain consistency of digital experiences across 500+ workers
- Developed design system and instructional guidelines to standardize and maintain consistency of digital experiences across 500+ workers
- Implemented AI design guidelines to democratize design for 13+ cross-functional teams

Senior UX Designer

Luxoft Smashing Ideas

📅 01/2019 - 01/2022 📍 Seattle, WA

- Delivered high-impact UX solutions across 4+ diverse industries, focusing on user-centered design approach and development of innovation strategies
- Led UX Design for Seattle Metro transit app, improving accessibility for 430,000+ monthly riders
- Designed and conducted gamified Design Thinking initiatives for 300+ Fortune 500 pharma employees, achieving 9/10 satisfaction rating
- Led UX Design for mobile solution supporting 40,000 caregivers and 900,000+ patients in regional healthcare network

UX Consultant

Xbox via HCL Technologies

📅 01/2019 - 12/2019 📍 Redmond, WA

- Collaborated with design team to ideate innovative social media platform for gamers, facilitating fabrication of 25+ visual assets and executing mobile, tablet, and laptop experiences
- Implemented Sketch and Zeplin, reducing development times by 10% and improving communication

Senior UX Designer

lululemon via AIM Consulting

📅 01/2018 - 01/2019 📍 Seattle, WA

- Increased e-commerce revenue by 15% directing UX/UI design for Fortune 500 platform processing 5 million+ payments globally
- Co-authored International Style Guide ensuring consistency of brand experience across global digital touchpoints, resulting in 15% improved ease of development

SUMMARY

Innovative Senior UX and UI Designer with over 7 years of experience in user-centered design and design strategy, versed in rapid prototyping and system thinking. Key achievements include designing a Microsoft immigration portal that improved user experiences for over 20,000 employees by 75% and leading the UX Design for the Seattle Metro transit app, enhancing accessibility for more than 430,000 monthly riders. Passionate about the intersection of UX and AI. Actively using GenAI to create innovative and user-centered digital experiences. Seeking a Senior UX/UI Designer position with leadership opportunities and a focus on elevating experiences for users while boosting business objectives.

KEY ACHIEVEMENTS



User-Centered Design Excellence

Contributed to 35% operational efficiency improvement by pioneering user-centered design and systems thinking for a renewable energy company.



AI Design Norms and Best Practices

Beta-tested AI in Miro and implemented AI design guidelines to safely democratize design for 13+ cross-functional teams.



Systems Thinking-Based Solutions

Achieved consistent 9/10 user satisfaction ratings for gamified Design Thinking experiences, achieving client praise and improving innovation strategies for over 300 employees.

TRAINING / COURSES

Certificate in UX Design

General Assembly

Certificate in Extended Reality (AR/VR) Design

University of Michigan

Outcome-Driven UX Metrics

Center Centre

EXPERIENCE

Senior UX Designer

RealNetworks via Prime Team Partners

01/2018 - 12/2018 Seattle, WA

- Increased security for 20,000 soccer fans by prototyping innovative facial recognition design for iPad kiosk interfaces
- Developed prototypes, enhancing design quality for 2 projects by leveraging human-centered design principles

Visual and UX Designer

Starbucks via AIM Consulting

01/2017 - 01/2018 Bellevue, WA

- Interviewed site users across 5 cities nationwide to analyze and optimize user experiences
- Collected and analyzed data and created 10+ clear, high-impact data visualizations to communicate critical findings and redesign recommendations to leadership, contributing to estimated 30% increase in sales

Senior UX Designer

Microsoft via HCL Technologies

01/2017 - 12/2017 Redmond, WA

- Designed Microsoft US Immigration Portal for over 20,000 employees worldwide, meeting high-priority marketing goals and resulting in 75% usability score increase in focus groups
- Delivered 22+ pages of design on time and on budget, incorporating feedback during weekly presentation to meet business, usability and technical expectations
- Managed partnership with engineering teams in daily scrum throughout project lifespan, strengthening project efficiency 25%
- Achieved 100% accessibility compliance according to analysts of stringent company guidelines

Additional Professional Experience

07/2016 - 10/2016 Seattle, United States

- Led UX and UI Design for innovative startups including UTRIP (travel customization prototypes) and AUTEL Robotics (drone purchasing funnel), scoring 25% higher than Apple or Amazon on System Usability Scores and contributing to 8% sales increase.

EDUCATION

Bachelor of Fine Arts (BFA) in Painting

Boston University

Boston, MA

AWARDS



Graduated magna cum laude



Honors in AR/VR

LANGUAGES

English

Native



French

Proficient



SKILLS AND COMPETENCIES

Figma

Sketch

JIRA

Adobe Creative Suite

Miro

Mural

Vercel v0

Replit

OpenAI

Canva

Jira

Confluence

UX/UI Design

Wireframes

Prototypes

Design Systems

GenAI Design

Journey Maps

User Flows

Personas

Atomic Design

Brand Standards

Typography

Color Theory

Visual Design

Design Principles

Usability Testing

Human Centered Design

Design Thinking

System Thinking

Communication

Inclusive Design

Design Strategy

Web Design

Mobile Design

ECommerce

INTERESTS



Painting



Hiking



Acting



Cycling



Sustainability