

JULIANA DONOVAN AGUDELO

UX Designer

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SUMMARY

Motivated storyteller and UX designer with a proven track record of creating impactful user experiences that drive positive results. I bring a unique perspective and a passion for crafting intuitive interfaces. I thrive in team environments and leverage diverse perspectives to deliver creative and effective solutions to design problems.

WORK EXPERIENCE

Ethical Tree Services

UX Designer (Freelance)

September 2023 – Present

Boston, MA

- Implementing a user-centered design approach, optimizing the website's information architecture for intuitive navigation and improving usability.
- Improving user flow and accessibility.
- Transforming the company's website to effectively communicate their dedication to environmentally friendly practices.

New England Invents

UX Designer (Freelance)

June 2023 – September 2023

Boston, MA

- Led the end-to-end design and development of a responsive website for an inventor-focused Non Profit, emphasizing seamless user experience and showcasing community engagement, mentorship opportunities, speaker series, and consulting services.
- Conducted in-depth user research and usability testing to create an intuitive and user friendly interface that resulted in a 30% increase in user engagement and a 25% boost in brand recognition for New England Invents.

Quincy Farmers Market

UX Designer (Volunteer)

April 2023 – August 2023

Boston, MA

- Redesigned and modernized the outdated city farmers market website, improving user experience and market visibility by collaborating with stakeholders and implementing key features like an interactive map, vendor profiles, and engagement tools.
- Enhanced website engagement and vendor participation by integrating cards, call-to-action buttons, and a newsletter, resulting in a 25% increase in vendor sign-ups, a 50% growth in newsletter subscribers.

City of Boston Heat Pump Accelerator

UX Designer (Volunteer)

March 2023 – October 2023

Boston, MA

- Led the re-design of a responsive website promoting environmentally friendly and cost saving city initiatives that targets underrepresented communities and educates them on the benefits of clean energy and using Heat Pumps.
- Collaborated with volunteers from the UX Design, Marketing, and Frontend Developer teams to develop the information hierarchy and visual design of the City of Boston's Heat Pump Accelerator website.

Framingham Public School

Special Education Assistant

August 2020 – August 2022
Framingham, MA

- Developed strong skills in classroom instruction, behavior management, and an ability to understand and support the learning of students with diverse learning styles and needs.
- Designed and implemented individualized education plans (IEP) to help students with autism improve verbal, emotional, and social skills.
- Achieved positive results and improvements to students nonverbal and verbal communication skills through comfort, encouragement, and positive reinforcement.

JQ Upholstery

Operation Associate

February 2019 – February 2020
New York, NY

- Managed inventories and organized, planned, and tracked deliveries to residential and commercial projects in NYC, the Hamptons, Miami, and the Caribbean on behalf of high net worth clients.
- Assisted translating on behalf of management to/from Spanish to English.

4th Row Films

Post-Production Intern

June 2017 – October 2017
New York, NY

- Logged and edited promotional film content from first cut using Adobe Premiere Pro and After Effects CC for commercial clients including MasterCard and IHOP.
- Worked on first cut and revision of film content for Anti-Defamation League promoting its mission of fighting antisemitism and hate.
- Organized material and edited music, graphics, and film for highlight reels on New York City Events such as “Summer in the Square” and “Bastille Day”.

EDUCATION

- Google UX Design Professional Certification
- Bachelor of Arts / Communication and Audiovisual Languages / University of Medellin / March 2018
- Language and Cultural Exchange / Rockland Community College / May 2015 – 2016

SKILLS

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|-------------------------------|------------------------------------|-------------------------|
| • Visual Design | • Persona and scenario development | • Human-Centered Design |
| • Responsive Design | • Wireframing | • Usability testing |
| • Interaction Design | • Prototyping | • Video editing |
| • Design thinking | • Information Architecture | • Video production |
| • Sketching and Storyboarding | • User Journeys | • Post production |

TOOLS

- | | | |
|----------------|-------------|------------|
| • Figma | • Premiere | • InVision |
| • Adobe XD | • Photoshop | • Miro |
| • Illustration | • InDesign | • Slack |

LANGUAGE

- Spanish
- English