

JULIA WAYNE

UX DESIGNER, STORYTELLER, CONTENT STRATEGIST

Creating a memorable content experience is my trademark, in User Experience, copywriting, and content strategy. I consider problems thoughtfully, analyzing business goals, conducting research, synthesizing data, and delivering smart solutions in approachable design.

EXPERIENCE

UX Consultant, Lead Designer, Client Liaison • Joe Coffee App 2017

- Led stakeholder interviews, conducted user research, and managed wireframing and usability testing for an app start-up during a short sprint consulting project
- Ideated and iterated on visuals and information architecture, implementing new flows and navigation to improve app user experience for both shops and customers
- Client integrated multiple design recommendations into app redesign and prioritized the rest

UX Research & Design Immersive 2016 - 2017

- Managed user research in a 2-week redesign of the Alaska Airlines app, redesigned an e-commerce site, completed a 24-hour hackathon, and built a portfolio during a full-time immersive program

Freelance Brand Strategist & Copywriter 2014 - Present

- Strategize with independent clients and creative agencies, studying brand target audiences and stakeholder values in order to form cohesive messaging and branding for food companies, tech start-ups, and large digital companies on B2B projects

Freelance Writer 2008 - Present

- Interview subject matter experts for profiles and articles across a diverse array of topics
- Research and write features for major publications, including: Sip Northwest, Cidercraft, Seattle magazine, The Seattle Times, Edible Seattle, Seattle Weekly, AllRecipes Dish, Munchies, Eater Seattle, Sportspress NW, Seattle Seahawks, IMDb, Us Weekly, Extra Crispy, Thrillist

Content Specialist • Metropolitan Market, Seattle 2014 - 2016

- Worked across teams to interview stakeholders and synthesize information for product launches, seasonal campaigns, in-store marketing materials, press releases, and digital content
- Interviewed vendors and campaign partners to create campaign reports and white papers
- Responsible for internal communications, including C-Level memos and team member education
- Managed 2 graphic designers and directed layout, writing, and editing for print materials
- Project manager for monthly 16-page brand positioning piece introducing new products

Editor: Editor at Large • Wetpaint.com 2012 - 2015

- Directed a website content category accounting for 4 million unique users each month
- Wrote a coverage playbook adopted across site subject matter experts
- Used Google Analytics, SEO tracking, and Chartbeat to analyze and scale coverage
- Researched and wrote 6-10 stories daily, collaborating with SEO editor to scale growth
- Managed freelancers and a budget to assign and edit news and feature stories

Psychology Lab Manager • Scripps College 2006 - 2007

- Collaborated with Psychology department Chair on research materials for funded lab study
- Created research materials, trained student lab researchers, managed participant recruitment, managed IRB compliance, scheduled tests, ran participants through study, and analyzed results

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SKILLS

Applied Research
User Research
Content Strategy
Copywriting
Interviewing
Wireframing
Prototyping
Information Architecture
Usability Testing
Business Analysis
Market Research
UI Writing
A/B Testing
Customer Service
Presenting to Stakeholders
Basic HTML/CSS
Google Analytics (Certified)

TOOLS

Sketch	Adobe XD
Axure	UX Pin
InVision	Pop/Marvel
Canva	Slack
Trello	JIRA
Omnigraffle	Adobe InDesign
Joomla	Adobe Photoshop
SPSS/Amos	WordPress Page Builder

EDUCATION

General Assembly, Seattle
User Experience Design Immersive
2016-2017

User-centered, research-based design techniques learned through a series of sprint projects in an agile environment during a 60+ hr/wk immersive program

Scripps College
B.A. Psychology with Honors
Conceptualized, researched, and wrote two theses using structural equation modeling and path modeling in findings