

JULIA E. DURALL

Lead Product Designer

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Professional Summary

8+ years of experience designing UX and UI for software products within sectors of Data & AI, Ed Tech, and E-commerce. Prior creative roles (10+ years) include website design, photography, and graphic design. Currently leading design for features of an AI assistant builder that uses generative AI and LLMs. Passionate about innovating for the greater good.

Skills

- Team leadership & mentoring
- Design thinking workshops
- Client consultations
- Conducting design reviews
- Information architecture
- Accessibility, WCAG 2.1
- Usability audits and testing
- User interviews
- Persona creation
- Wireframing
- High-fidelity mockups
- Interactive prototypes
- UI patterns & style guides
- Responsive web design
- Photography
- Graphic design
- Marketing & Branding
- Creative writing & storytelling

Design Experience (all in Austin, TX)

2021-present **Design Lead & Senior UX Designer - IBM**

- Lead UX designer and individual contributor on a variety of missions for the builder experience of watsonx Assistant, including product lifecycle management, activity tracking, and building conversational AI assistants with LLMs, while utilizing the IBM Carbon Design System
- Leverage expertise in design thinking to facilitate workshops and product discovery as part of the product development lifecycle (PDLC), leading cross-functional teams to clarity in product strategy
- Conduct and contribute to design reviews and critiques, providing feedback and guiding iterations

2021 **UI/UX Designer - Centric Consulting (contract)**

- Contributing member of product design team redesigning a desktop-based portal for insurance agents
- Deliverables included mockups and prototypes designed with Figma

2019-2020 **UI Designer - Watermark Insights (contract)**

- Updated the user interface of an acquired product to meet WCAG 2.1 accessibility standards with Sketch and Abstract, enabling sales to universities requiring Section 508 compliance
- Collaborated cross-functionally with project managers, lead UX designers, and engineers
- Built high-fidelity mockups, design style guide, and Sketch symbol library

2019 **UI/UX Designer - Austin Community College (contract)**

- Led projects as the sole UI/UX designer to modernize internal applications within the ACC IT Services, increasing ease of use of online services for 72,000 students, faculty, and staff
- Conducted market research and usability testing, and designed wireframes, high-fidelity mockups, and style guides utilizing Adobe XD and Adobe Photoshop CC
- Bridged communication gap between departments, enabling completion of project

(continued)

2017-2019 UX Designer - Civitas Learning

- As a UX designer on two Ed Tech software product teams, participated in Agile development sprints, cross-functional meetings, and collaborative feedback sessions with UX team, supporting multiple KPI initiatives including a 10% reduction in customer service requests
- Projects included UI refresh for accessibility, strategic design explorations, high-fidelity prototypes designed with Sketch and InVision

2008-present Sole Proprietor, Designer, Photographer - Julia Elizabeth Photography & Design (part-time, freelance)

- As the business owner, developed branding, websites, logos, marketing materials, price quotes, and invoices for freelance business
- Designed visual style, information architecture and content of informational and e-commerce websites, including an Etsy shop
- Produced photographs of products, people, and places, as well as custom photographic name art
- Demonstrated superior interpersonal skills as a consultant with diverse group of clients

Tools

Visual Design / Prototyping: Adobe Photoshop, Illustrator, InDesign, Figma, Sketch, InVision, Adobe XD

Front-End Design: Dreamweaver, Foundation, Bootstrap, HTML and CSS

Productivity: Microsoft Office, Google Apps, Keynote, Confluence, JIRA, Github, Asana, Aha, Box, Abstract, Trello, Airtable

Communication: Slack, Google Meet, Zoom, WebEx, Microsoft Teams, Lifesize, Skype

CRM Systems: Salesforce, Microsoft Dynamics

Education

The University of Texas at Austin

Bachelor of Science

Radio-Television-Film, production sequence

Austin Community College

Associate of Applied Science

Visual Communication - User Experience Design

IBM Continuing Education

Topics included: Leadership, Design Thinking, Generative AI, Designing for Foundation Models, User Research Foundations, Accessibility, Task Object Modeling, and Design Consulting (IBM Garage)

Awards

June 2023, IBM Product Led Growth (PLG) Design Jam (design hackathon)

1st place, Central Time Zone, Team Jamalytics

Sept. 2023, IBM Spark Design Festival (design hackathon)

Bronze Award, Team CertAI