

# Julia Kaufman

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## UX DESIGNER | RESEARCHER | EDUCATOR

UX designer and researcher with 5 years of experience, specializing in leading thorough user interviews, usability tests, and other research methods to hone in on the heart of users' wants and needs and skilled in identifying and prioritizing key insights to translate into design deliverables. Passion for collaborating with cross-functional partners and educating on the value of user-centered design and research.

## SKILLS

Research Plans • User Interviews • Moderated and Unmoderated Usability Testing • Interaction Design • Figma • Miro • Wireframing • Prototyping • User Flows • UX Workshop Facilitation • Usability Best Practices • Research Reports

## EXPERIENCE

**H&R Block**, March 2022 - July 2023, Remote

### UX Researcher

- Led user research studies, including interviews, surveys, and usability tests to identify user needs, pain points, and opportunities, resulting in actionable insights that informed the design and development of internal office applications.
- Worked on a team of UX, Product, and Content designers. Collaborated closely with cross-functional Product and IT partners to translate research findings into tangible design recommendations, influencing product strategy and decision-making, ultimately leading to enhanced user satisfaction and improved business outcomes.
- Facilitated design workshops with Director-level stakeholders and cross-functional teams, utilized research to drive collaborative ideation, foster design thinking, and ensure the alignment of project goals, business goals, and user needs throughout the process.

**General Assembly**, April 2020 - April 2021, Remote

### UXDI Instructional Associate

- Facilitated a fully remote intensive bootcamp course in support of lead instructors to educate over 100 students on the fundamentals of UX Design and Research.
- Lectured students on design process and principles, research methods, design software walkthroughs, and more.
- Maintained strong NPS scores and feedback from students.

**General Assembly**, December 2020 - July 2021, Remote

### UX Design & Research Consultant

- Collaborated cross-functionally with Creative, Marketing, and Engineering teams to ideate concepts and provide recommendations on copy, layout, and functionality based on best practices for multiple mobile and desktop projects.
- Designed mid-fi wireframes and mockups using Figma, presented to teams and stakeholders, documented feedback & updated designs throughout the process.

**Myavana**, October 2020 - December 2020, Remote

### UX Design & Research Consultant

- Worked collaboratively with another UX Design & Research Consultant to redesign native mobile app for iOS & Android.
- Coordinated and conducted remote user research, documented findings and recommendations focused to improve onboarding flow.
- Presented findings and recommendations to stakeholders including, developers, marketing, and CEO.

**Bond Vet**, January 2020 - March 2020, NYC

### UX Design & Research Consultant

- Analyzed data and conducted usability tests to identify problems on Bond Vet's existing website, provided recommendations to improve overall user experience, with a focus on language and communication.
- Redesigned mobile and desktop site using existing design system, based on findings from research, testing and business goals in collaboration with Marketing and Head of Product.
- Documented design, states and functionality changes in coordination with developer to ease implementation.

**Outlier Beauty**, June 2019 - July 2019, NYC

### UX Design & Research Consultant

- Created an e-commerce responsive website for body care brand on a team of 3 UX Designers
- Led UX research, executed UI designs and presented mockups to stakeholders through the project

## **EDUCATION AND CERTIFICATIONS**

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**UX Design Certification** - General Assembly, 2019

**Bachelor of Arts** - American University, Washington, D.C., 2016