

# JULIA ELIZABETH DURALL

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## SUMMARY

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### 7 years as a freelance designer/photographer

Designed marketing materials, websites, and portfolios. Photographed portraits and products. Utilized visual design, information architecture, digital content creation, and interpersonal skills, as well as creating pricing standards and managing schedule and inventory.

### 2 years as a full-time UI/UX design student

Completed 2-year degree program developing skills in design thinking, responsive web design for desktop and mobile platforms, user research, storyboards, personas, user flows, wireframes, prototypes, visual design, and usability testing.

### 10 years in retail industry

Extensive experience working in teams and with customers/clients. Demonstrated responsibility, organization, and leadership.

### 5 years in office/administrative roles

Created and implemented filing systems, established processes, created reports and slide decks, led team meetings, worked independently, and managed temporary support staff.

## SOFTWARE EXPERTISE

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**DESIGN:** Photoshop, Illustrator, Sketch, InDesign, Lightroom, InVision, Axure, Dreamweaver, Foundation, Bootstrap, HTML5 and CSS3

**PRODUCTIVITY:** Microsoft Office, Keynote, Sharepoint, Confluence, Box, Slack, Google Hangouts, Zoom

**CRM SYSTEMS:** Salesforce, Microsoft Dynamics

## EDUCATION

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### Associate of Applied Science

Visual Communication/User Experience Design  
Austin Community College, May 2016

### Bachelor of Science

Radio-Television-Film, production sequence  
The University of Texas at Austin, May 1994

## WORK EXPERIENCE INCLUDES

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### UX Designer - Civitas Learning

(May 2017 - June 2017 as a contractor)  
(Aug. 2017 - present as a full-time employee)

- Collaborate with Marketing and UX teams in the education technology space to create product demos for sales presentations, using Sketch and InVision daily for mockups and prototypes
- Create sketches, mockups, wireframes, and prototypes of new product features and design assets
- Participate in cross-functional design sprints and collaborative feedback sessions

### Interaction Designer - Fjord Austin / Chaotic Moon Studios

(Dec. 2016 - contractor with Insight Global)

- Collaborative UX design role in a design agency for national car rental clients
- Contributed to personas, synthesis of interview data, product audits, planning for product redesign, Keynote presentations, and wireframes

### UI Designer/Visual Designer - Interline Vacations

(Nov. 2016 - contractor with Vitamin Talent/Aquent)

- Collaborated with product manager, UX designer, and developers on a redesign of a website for travel industry customers
- Established visual and interface design for the project
- Contributions included style guide, icons, and web page mockups

### Sole Proprietor, Designer, Photographer -

### Julia Elizabeth Photography & LetterPlay Photography

(Jan. 2008 – present)

- As the business owner, created websites, logos, marketing materials, price quotes, and invoices
- Designed visual style, information architecture and content of informational and e-commerce websites, built portfolio and Etsy shop
- Photography of products, people, and places, as well as creation of custom photographic name art
- Graphic design and web design services
- Demonstrated superior interpersonal skills with clients from varying backgrounds