

# JULIE CERBONE

PRODUCT DESIGNER & ILLUSTRATOR

## WORK EXPERIENCE

### Designer (Part-time)

10G / NYC / April 2020 - Current

- Designed and delivered a brand new website overhaul which included a full revamp on the company's brand style.
- Held meetings with 10G clients to design their marketing collateral such as website mock ups, one pagers and pitch decks.
- Crafted our animated sales presentations, up-to-date case studies and a variety of one pagers highlighting company features.
- Created all social media posts for our Instagram and LinkedIn. This also included images for our blog posts and advertisements.

### Product Designer

Fairygodboss / NYC / March 2019 - April 2020

- Owned and delivered dozens of successful projects that resulted in the boost of new users and enrollment of new big name clients.
- Held company-wide walkthroughs and design meetings to focus on the user experience solutions that support the business needs.
- Led our team of engineers on numerous projects implementing my designs as I oversaw important design decisions and demands.

### UX/UI Designer

ShowMGR / NYC / June 2018 - December 2018

- Worked with clients like Viacom, Sony and Fox. I met software demands and streamlined custom platforms while translating their feedback into product efficiencies.
- Built custom design solutions for the budgeting, scheduling and finance module tools that were implemented across the app.

### Product Designer

Insticator / NYC / December 2016 - June 2018

- Created UI/UX designs for client facing dashboard including analytical metrics, embeded creation flow and account settings.
- Conducted design research, wire-framing, prototyping and A/B user-testing in the product creation and development lifecycle.

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## SCHOOL

BFA Graphic Design 2016

Keene State College, Keene NH

## TOOLS



SKETCH



ILLUSTRATOR



PHOTOSHOP



ASANA



INVISION



PROCREATE



ZEPLIN



CONFLUENCE



FIGMA

## SKILLS

- UI/UX Design
- User Research
- Sketching
- Illustrations
- Wireframing
- Prototyping
- User-testing
- UX Writing

## INTERESTS



TV & MOVIES



BAKING



GARDENING



KAYAKING



PAINTING



CROSSWORDS