

JULIE HUANG

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PROFILE

An award-winning, bilingual interactive designer with over 7 years experience in information architecture, UI design, and Web application development.

AWARDS / EXHIBITIONS

EMO, a mobile-based memory tracking application
Official Honoree, 2009 Webby Award
First Place, 2008 SIGGRAPH Space Time Interactive Competition, LA, CA
Best in Show, 2008 AAU Spring Show, Graduate Computer Arts New Media

Comparative Food and Calorie Burning, an interactive information design project
Memory Capsule, a hand-made book arts
2007 AAU Spring Show, San Francisco, California

The Virtual World of Presenting Female Sense, an interactive 3D video game
2003 Computer Arts Design Exhibition, Taipei, Taiwan

EXPERIENCE

Sr. User Experience Designer, May 2013 - Present
Credit Sesame Inc., Mountain View, California: www.creditsesame.com
Credit Sesame is a financial service that helps users monitor and improve their credit score and financial data. It provides users personalized financial advice and products.
Work closely with product managers and engineers to design UX flow and interactive wireframes for various projects. Create high-fidelity UI mockups and provide design direction to visual designers.
Redesign website, mobile web and mobile app experience to improve RU growth and conversion rate.
Prepare design elements for user testings; organize and implement user feedback into ongoing projects.
Help to build and improve the design process with cross-functional teams.

Sr. Web Designer/Developer, July 2012 - April 2013
Lead Web Designer/Developer, March 2011 - July 2012
Livescribe Inc., Oakland, California: www.livescribe.com
Visualize future smartpen product concept with flowchart and interactive wireframes; create functional UE and UI design that meets product requirements. Design/develop web frontend templates, microsities, and project UI prototype with HTML/CSS and Javascript. Communicate project scope and define web frontend tasks with cross functional teams. Manage web frontend project tasks and deployment schedule within Agile iteration development process.

Web Designer/Developer, April 2009 - March 2011
Livescribe Inc., Oakland, California: www.livescribe.com
Designed/developed customer facing loyalty programs and Marketing campaigns. Online web store UI design and E-commerce platform integration. Developed Web site layout and templates with presentation layer code; maintained LS corporate Web site and online product promotions.

Information Architect / UI Designer, March 2008 - November 2008
Lightmaker Group, SF, California: www.lightmaker.com
Clients: Adobe, PeLiMe Network, TheStoryChest, ATP Tennis
Designed information architecture and creative concept for Flash/Flex Web sites and rich Internet applications. Projects included solutions for E-commerce Web sites, social networking sites, sports, video gaming, luxury goods and technology provider for the following clients: Adobe, Association of Tennis Professionals (ATP), PeLiMe social network, TheStoryChest network and VirtualLogix. Simplified complicated information and presented it to users in an intuitive and appealing way. Participated in the usability test, and created graphic elements in the style guides for Web development team.

EXPERIENCE
(continued)

Freelance Web Designer & Developer, 2001 - Present

Clients: Online E-commerce Store, Social Networking Sites, Traveling Agency, YouTube, E-Play magazine
Designed user interface for clients in various industries, including video gaming magazines, social networking sites, local restaurants, traveling agencies, online ads companies, and online e-commerce stores. Designed and executed Web sites including visual design and presentation layer code. Coded email campaigns with HTML/CSS for YouTube. Designed and coded Flash-based interactive campaigns, including concept development, illustration and animation.

Web Designer, Jul. 2003 - Jul. 2004

NETAD Co. Ltd., Taipei, Taiwan

Clients: B&Q, HOLA, DHC, KIA Motors, SUNTORY, NESCAFÉ

Designed and executed UI design for E-commerce Web sites such as DHC, the #1 direct mail skin care company in Japan. Created flash interactive marketing campaigns and ad banners for global brands such as B&Q, KIA Motors, SUNTORY and Nescafé, including concept development, visual design, Web graphics production and code development. Designed and created graphic elements for all email campaigns for HOLA Home Furnishing group. Worked closely with Art Director, programmers, content managers, and visual designers.

EDUCATION

MFA, Computer Arts New Media, 2005 - 2007

Academy of Art University, San Francisco, California

BFA, Applied Art: 3D Computer Animation, 1999 - 2003

Fu Jen University, Taipei, Taiwan

SKILLS

HTML, CSS, JavaScript, ActionScript, Flash, Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, After Effects, Interactive Wireframing Tools (ie, Hotgloo), Flow Charts Tools (ie, LucidChart), Wordpress

LANGUAGE

Fluent in written and spoken Mandarin and English. In the progress of learning Spanish.