



Julie Hornberger

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A Product Designer with expertise in creating digital experiences in both the Fintech SaaS and e-commerce sectors, for industry-leading B2B and B2C companies.

Skills

User research, User strategy, User-centered design, Persona development, Journey mapping, Interaction design Wireframing, User testing, Prototyping, UI design, UX writing, Responsive web design, Information architecture, ADA compliance, Analytics

Tools

Figma, Figma Make, XD, UXPin, Sketch, InVision, Photoshop, Illustrator, InDesign, After Effects, HTML, CSS, ChatGPT, Claude.ai

Experience

JANUARY 2021 – PRESENT

Senior Web (UX/UI) Designer, SaaS Retirement Solutions / SS&C Technologies

Collaborates with clients, participants, and other stakeholders to define users' needs through user research, interviews, customer journey maps, user flows, process flows, and site maps. Creates wireframes, prototypes, and visual designs to address users' pain points. Presents designs to stakeholders to communicate interactions and concepts. Establishes and promotes design standards and consistency through the implementation of design management systems, design guidelines, best practices, and ADA accessibility reviews and remediation.

DECEMBER 2020 – MAY 2024, PART-TIME

Mentor UX/UI Career Track Course / Springboard

Facilitated 1:1 weekly design and coursework review meetings with mentees. Reviewed and assessed all coursework, including the capstone projects, the industry design (internship) project, and the design sprint projects. Received a student rating of 4.87%/5.0% and a 75% student course completion rate.

JANUARY 2012 – JANUARY 2021

E-Commerce UX/UI Designer / MSC Industrial Supply, Co.

Collaborated with customers, partners, peers, and stakeholders to align on UX/UI enhancement opportunities. Created user flows, wireframes, and sketches to communicate UX concepts. Analyzed usage data and actively gained insights into user behavior and needs by speaking with customers. Created visual designs and prototypes to communicate concepts to business and technical stakeholders, as well as to test and validate with customers. Followed industry best practices and the latest UX/UI innovations.

Education

MFA in Design & Technology / Parsons School of Design

MFA in Creative Writing, BA in English & Creative Writing / Queens College, CUNY