

Julie Ann Fay – User Experience Designer

Atlanta, GA 337-764-3959 julie.ann.fay@gmail.com
Julieannfayuxdesign.com

PROFESSIONAL SUMMARY: I was born fascinated about why people do what they do. I happily weave behavioral research with creative concepts into a functional tapestry of intuitive digital experiences that are a pleasure to use.

SKILLS

User research interviews, affinity mapping, contextual inquiry, information architecture, user flows, wireframing and prototyping.

SOFTWARE

Sketch, Craft, Figma, Google Slides, Prezi Presentations, Sony Vegas video editing, World Now CMS, Vision CMS, Microsoft Word and Outlook.

RELEVANT EXPERIENCE

FELLOW, GENERAL ASSEMBLY, ATLANTA, GA

NOV. 2019 - FEB. 2020

- Designed a phone app prototype from scratch to make doing chores with a lot of roommates easier. It utilized photos to hold each roommate accountable.
- Created a proposed micro-site prototype focused on a smooth e-commerce checkout process.
- Re-designed the application process for a non-profit phone app.
- Utilize Sketch, Craft and Figma prototyping software. Do affinity mapping, user empathy and journey maps, contextual inquiry, wireframe sketches, mockups and prototyping.

EXPERIENCE

INTERNET CONTENT WRITER, SELF EMPLOYED, ATLANTA, GA

JULY. 2017 - NOV. 2019

- Wrote web pages, home pages, blogs, articles using SEO keywords, and social media posts for Facebook and Instagram.

WEB CONTENT MANGER, CALCASIEU PARISH POLICE JURY, LAKE CHARLES, LA

JULY. 2009 - JULY. 2017

- Started as an administrative assistant and grew into writing web content full-time while assisting 11 departments to contribute content as well.
- Wrote approximately 52 news stories per year for parish (county) government. Wrote a minimum of 240 Facebook posts per year. That was approximately one per day during weekdays and up to 5 per day during emergency situations such as hurricanes.
- Informed 90,000 residents of Calcasieu Parish of emergency resources such as evacuation routes, flood zones etc.
- Created graphics and news content for the internal website serving 500 police jury employees.

INTERNET DIRECTOR, KPLC-TV CHANNEL 7, LAKE CHARLES, LA

JAN. 2007 - AUG. 2009

- Wrote 20 plus short news stories, blogs etc. daily for the station.
- Created web page layouts for special event pages..
- Posted advertising using ad manager software and designed ads.

EDUCATION

General Assembly, Atlanta, GA - User Experience Design Immersive

McNeese State University, Lake Charles, LA - B.A. Speech

Communications