

JULIE GAIESKI USER EXPERIENCE DESIGN

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work experience Principal Information Architect | Fidelity Investments | 2010 - Present

- Define the end-to-end user experience for institutional brokerage applications and enterprise applications through creative workshops, journey mapping, paper and interactive prototypes, and iterative usability testing.
- Use field research, market data, analytics and design thinking methods to define user, business, and technology requirements together as a team.
- Plan user research, write moderator's guides, record data and assist user research with analyses / findings reports.
- Practice Lean UX to partner closely with business and development in agile Scrum
- Design thinking and design studio training and experience.

Web and Graphic Design Manager | DataOne Software | 2005 - 2009

DataOne Software provided web-based automotive solutions including custom dealership websites, inventory management, and data collection.

- Directed team of two designers, a web developer and an SEO specialist to deliver over 150 custom dealerships websites nationwide
- Assessed client needs, project scope and timelines of web projects for large dealership groups.
- Ensured quality and timeliness of design, coding, content and SEO for up to 30 simultaneous projects

freelance experience Custom Web and Graphic Designer | 2004 - 2011

Web design and development, SEO, email marketing, social networking services, domain management, online presentations, logo packages, and photography.

education Bentley University, Waltham, MA | 2012 - 2016

Master of Science, Human Factors in Information Design

The New England Institute of Art, Brookline, MA | 2002 - 2005

Bachelor of Science, Interactive Media Design

user-centered design methods

- Information Architecture - journey maps, card sorts, site maps, affinity diagrams, and rapid prototypes
- Creative workshop facilitation - design thinking and design studio
- User research - some experience with quantitative and qualitative usability testing, including lab tests, surveys and online studies.
- Lean UX practices in agile process

technical skills Axure 7 Pro, Balsamiq, Adobe Creative Suite (Photoshop, Dreamweaver, Illustrator)
HTML, CSS

key strengths

- Experience managing small cross-functional teams, 10 years UX design experience
- Highly driven, motivated, outgoing and enthusiastic
- Builds long-standing, trusted partnerships with partners and teams
- Accountable, quality focused, and detail oriented
- Exceptional communication skills