

# Julie Espinosa

UX / UI DESIGNER

## Contact

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Utrecht, The Netherlands

## Hard Skills

- Competitive Analysis
- User Research
- User Personas
- Information Architecture
- User Centered-Design
- Wireframing and Prototyping
- Usability Testing
- User Interviews
- Responsive Designs
- Content & SEO content Writing
- Style Guide

## Soft Skills

- Problem-solving
- Critical Thinking
- Organizational
- Team-work & Communication
- Decision-making

## Tools

- Adobe XD
- Figma
- Photoshop
- Illustrator
- Indesign
- Balsamiq
- Miro
- Google Survey
- SEO content tools

## Profile

UX/UI Designer with a background in fashion design, (SEO) content, and digital marketing. Creative and empathetic; use the design-thinking process to create user-centered & pixel-perfect designs. Data lover and problem-solver, skilled in optimizing processes, products, and performance. Driven by a strong sustainable mindset.

## Languages

French - Native

English - Fluent

Dutch- Beginner

## UX /UI projects

### UX / UI designer

**Ethical Clothing, e-commerce redesign.** Aug - Nov 2022

- Tested and identified pain points in the current website and defined pages/ aspects to improve
- Used the 5W's and user stories to refine users' needs
- Validated pages to redesign and created user flows accordingly
- Designed low and mid-fidelity wireframes
- Created a mood board and an extensive style guide to rework the UI identity of the website
- Created high-fidelity wireframes and interactive prototype

### UX / UI designer

**Olive, the plant-based cooking web app.** Dec 2021 - Aug 2022

- Used the design-thinking process to build an app aiming to help people cook plant-based food
- Conducted user research/interviews and competitors analysis to refine the app's goals and problem statement
- Created user personas and user journeys based on findings
- Built a user flow and did card sorting to define the information architecture and app's structure
- Designed low to high-fi wireframes, created an interactive prototype, and tested it with usability testing,
- Created the style guide and UI of the app

## Work Experience

### UX / UI designer

**SACLÀB, Amsterdam.** Dec 2023 - Now

- Conducted user research/interviews and competitor analysis to refine our seller's personas/ goals and needs
- Focusing on improving the overall selling experience
- Investigating the bag upload process, usability testing and new design iterations
- Website usability and product findability: align with UX standards, improve our search bar, IA, and filtering system

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## Hobbies & Interests

- Cooking (and eating) ramen
- Marine Biologie
- Spinning at Rocycle
- Going to museums, arts & culture in general
- Crafting and DIY's
- Spending time with my cat and my 50 plants
- Walking in nature with no one around
- Listening tons of musics
- Fashion

## Education

### UX / UI Design Intensive

CareerFoundry, Online. Oct 2021 - Nov 2022

### BTEC in Fashion Design

EPESAAT, Toulouse. 2013 - 2015

## SEO Content Creator

SACLÀB, Amsterdam. Jan 2022 - Dec 2023

- SEO-optimization of product descriptions to enhance organic traffic
- Analyzed the products description process to improve the overall procedure
- Content and SEO content writing, content translations

## Digital Marketing Specialist

FASHIOLA, Amsterdam. May 2019 - Aug 2021

### Responsible for the French Market

- Conducted keyword research & analysis and created SEO-optimized content to increase the French market's visibility and organic traffic
- Analyzed traffic and user behavior to create engaging content with a higher conversion rate, boost user retention and attract new users
- Optimized and tracked shops' performances, applied and monitored in-house promotions, to improve shops conversions, and stop unsuccessful collaboration
- Studied users' behavior to push best-performing categories, products, and landing pages to enhance the website performance and reach monthly KPIs

## Customer Support and Junior Marketing

United Wardrobe, Utrecht. May 2018 - May 2019

- Reworked the French tone of voice and redefined automated replies to (re)gain users' trust
- Worked intensively on lowering the accumulated backlog, and took it back to a normal response time
- Did a competitive analysis of our main competitor
- Initiated and created our Top Seller's service to give premium customer support to our best-selling users
- Gathered user feedback to advocate users' needs to the product team, such as product description

## Fashion Designer

La Clandestine, Amsterdam. Apr 2016 - May 2019

### Owner of the company

- Stylism & Modelism, designed and created bags and accessories collections
- Branding & photo shooting
- Communication through social media
- Sourcing and purchasing of raw materials
- Organized live events to show my designs
- Management of the Website, stock, and accounting