



Julie Espinosa

UX/ UI DESIGNER

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Utrecht, The Netherlands

Hard Skills

- Competitive Analysis
- UX audit
- User Research & User Interviews
- Usability Testing
- Information Architecture
- Wireframing & Prototyping
- Interaction Design
- Responsive Designs
- Motion Design
- Design System/ UI Style Guide

Soft Skills

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

Tools

- Adobe XD
- Figma
- Photoshop
- Illustrator
- Indesign
- Balsamiq
- Miro
- Google Survey

Profile

UX/UI Designer with a **background in fashion design, SEO, and digital marketing**. Passionate about research-driven, scalable solutions that improve user engagement and retention. Analytical and creative, skilled in optimizing processes, products, and performance. Dedicated to sustainability and user-centered innovation.

Languages

French – Native English – Fluent Dutch – B1

Work Experiences

UX/UI Designer

Viable, Remote. Mar 2025 – Present

- Collaborate with a team of designers to redesign Viable's website with a focus on usability and accessibility.
- Lead the creation of a scalable design system to ensure consistency across components.
- Define visual hierarchy and layout structure aligned with brand identity and user needs.
- Document design decisions to support cross-functional alignment and long-term scalability.

UX/ UI Designer

SACLÀB, Amsterdam. Jan 2023 – October 2024

- Conducted a UX audit and developed a scalable action plan aligned with business goals.
- Created a UI style guide to ensure consistency and integrated motion design for enhanced user experience.
- Developed the company's first user personas through research, interviews, and competitor analysis.
- Optimized the bag upload process through usability testing, improving both UX and submission quality.
- Led a team of five to redesign the sold-out product page, increasing user retention and engagement.
- Revamped key user journeys (search bar, footer, filters) to enhance usability and align with SACLÀB's branding.

Content Creator

SACLÀB, Amsterdam. Jan 2022 – Dec 2022

- Optimized product descriptions for SEO to boost organic traffic.
- Standardized product descriptions with a glossary for consistency across markets.
- Wrote and translated SEO content for FR & EN markets.

Digital Marketing Specialist

FASHIOLA, Amsterdam. May 2019 – Aug 2021

Managed the French Market

- Analyzed user behavior to create engaging, high-conversion content that boosted retention, organic traffic, and met KPIs.
- Conducted keyword research and developed SEO content to increase visibility.
- Optimized shop performances

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Education

UX/ UI Design Intensive

CareerFoundry, Online. Oct 2021 – Nov 2022

BTS in Fashion Design

Equivalent to MBO niveau 4 or Associate Degree (AD) in the Netherlands
EPESAAT, Toulouse. 2013 – 2015

Hobbies & Interests

- Sewing clothes & Fashion design
- Eating (and cooking) ramen
- Animal welfare
- Marine Biology
- Spinning at Rocycle
- Going to museums, arts & culture in general
- Gardening

Independant Design Projects

UX/ UI designer

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

- Conducted a UX/UI audit to identify pain points and areas for improvement
- Refined user needs using the 5W's and user stories.
- Redesigned the menu and filters to enhance usability and product discovery.
- Developed a UI style guide to modernize the design while preserving brand identity
- Created wireframes and interactive prototypes across all fidelity levels
- Added micro-interactions for efficient user feedback.

UX/ UI designer

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

- Applied design thinking to create a gamified app promoting plant-based cooking
- Conducted user research, interviews, and competitor analysis to define goals
- Developed user personas, journeys, and wireframes across all fidelity levels. Created interactive prototypes
- Performed usability testing to validate design decisions
- Designed the UI style guide and brand identity

Fashion Designer

La Clandestine, Amsterdam.

Apr 2016 – May 2019

Owner of the company

- Designed and sewn complete collections of bags/ accessories.
- Created branding assets (photoshoots and brand books).
- Managed social media accounts and led marketing campaigns.
- Oversaw website operations, inventory management and accounting.