

JULIA MADSEN

UX/UI DESIGNER

CONTACT

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🌐 www.jgmadsen.com

SKILLS

Wireframing

Journey mapping

Interaction and UI design

UX, ideation and workflows

UX research

Programming (HTML, CSS, JS)

Brand Development

Creative Direction

Project Management

Cross-Functional Collaboration

TOOLS

Adobe Suite

Figma

InVision

Capture One

EDUCATION

Graduate Certificate in Design for User Experience

Towson University

2023-current

Bachelors of Science in Photo Imaging

Towson University

2016-2020

LANGUAGES

English Native

Spanish Fluent

PROFILE

Results-driven UX/UI/Product Designer with a solid foundation in photo imaging and a Bachelor's degree from Towson University. Currently advancing skills through a Graduate Certificate in Design for User Experience. Leverages a unique blend of creative photography and videography experience to craft engaging digital experiences rooted in empathy. Transforms concepts into tangible visuals, enhancing user interaction in the digital realm.

WORK EXPERIENCE

Julia Madsen Photography

2020- Present

Freelance Photographer, Freelance Photo Editor

Specialize in professional portrait photography, providing personalized, high-quality portraits for various professionals, offering a range of photography services including photojournalism, portrait, product, and fashion. Proficient in photo editing and retouching techniques, adept at managing client projects with organized files and streamlined workflows, catering to photographers, authors, and businesses.

- Led a high-profile photography project for Dasso Jewelry, producing visually captivating images that enhanced brand visibility and appeal.
- Partnered with La Tosteria café to enhance their menu and social media presence through professional photography, boosting their online engagement.
- Key contributor in editing ~500 photos for Thomas Turiano's book, "Select Peaks of Greater Yellowstone," over an 18-month period.
- Collaborated with the author and a graphic designer to enhance and restore old, damaged photos, ensuring high-quality and consistent imagery for book publication.

Pluas Electric | Remote

August 2022 - December 2023

Principal Graphic Designer, Photographer, and Content Director

Directed the development and execution of social media and marketing content, including photography, videography, social posts, and advertisements. Supervised the translation of social media posts and conducted performance analysis to boost client engagement.

- Expanded Pluas Electric's client base from inception to a substantial and loyal clientele within the initial 6 months.
- Crucially enhanced Pluas Electric's brand credibility as a trusted entity via strategic photography and graphic design for social media outreach.

Target | Baltimore, MD

August 2019 - May 2020

Style Team Member

Collaborated with team to uphold store aesthetics and organizational standards. Managed sales floor layout and merchandising, enhancing product visibility and accessibility. Provided customer assistance in product location, ensuring a positive shopping experience.

- Devised and executed a visual merchandising strategy, boosting product discoverability.

Towson University Print Center | Towson, MD

August 2019 to May 2020

Lab Monitor

Provided expert photo and design editing guidance, enhancing student visual projects. Delivered specialized printing services and technical support, focusing on art students in a university lab. Ensured optimal use of advanced printing equipment and software for diverse artistic projects.

- Elevated student artwork print quality through advice on digital editing and printing best practices.

VOLUNTEER WORK**Starfish Foundation** | Flor De Bastion, Guayaquil, Ecuador**Photography Teacher, Development Team Member**

Instructed for a leading non-profit in both fundamental and advanced photography techniques, encompassing DSLR operations, portrait, landscape, and macro photography. Initiated and directed a dynamic after-school photography program for students (ages 10-18), emphasizing storytelling and environmental engagement.

- Established a comprehensive photography club, leveraging expertise in photographic storytelling.
 - Augmented students' narrative abilities by exposing them to seminal photographers and principles of narrative photography.
 - Effectively guided students in curating photo series that narrate compelling stories, thereby nurturing their creativity and narrative skills.
 - Played a pivotal role in advancing Starfish Foundation's mission to empower youth in underserved communities through educational and creative avenues
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