

JULIE CLARKSON

UX Designer & Front-End Developer

Charlotte, NC 28277

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SUMMARY

A dedicated UX Designer and Front-End Developer with a passion for user-centered design that enhances experience through responsive design, usability testing, and data-driven improvements.

Skilled in HTML/CSS, JavaScript, React, and User Experience Design, with a deep understanding of the software development lifecycle and agile methodology.

Committed to continuous learning and applying interaction design principles to deliver innovative and accessible interface solutions.

Core competencies include problem-solving, analytical thinking, creativity, and a collaborative spirit, underpinned by a strong sense of empathy and adaptability.

TECHNICAL SKILLS

- HTML5, CSS3/SASS for responsive design
 - JavaScript (ES6) for interactive web applications
 - React for building user interfaces and single-page applications
 - Figma, Adobe Photoshop & Illustrator for visual design
 - Visual Studio Code and workflow tools for efficient front-end development
 - A/B testing and analytics to inform design decisions and optimize user experience
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PROFESSIONAL EXPERIENCE

UX Designer & Front-End Developer

Superfly Web Designs (Principal)
Charlotte, NC (2008 – Present)

- Synthesized user experience design and front-end development to create responsive websites and applications that prioritize user empathy and accessibility.
- Employed wireframing, prototyping, and user interface design techniques to communicate design concepts effectively.
- Managed the full project lifecycle, emphasizing user-centered design, from user research and content architecture to launch

Online Retail Specialist

Moovjoy™ (Principal)
Charlotte, NC (2015 – 2021)

- Completed market analysis, driving sales through user-focused marketing strategy and customer service excellence.
- Orchestrated content strategy and utilized strategic listing optimizations to increase conversion rates.

Webmaster

Office of Communications, Converse College
Spartanburg, SC (2001-2004)

- Developed sections of the website focusing on design, information architecture, and storytelling to enhance user journey and interaction.
- Pioneered an innovative Flash online campus tour that was selected to be featured on campustours.com and garnered local media attention.
- Worked with a multidisciplinary team, fostering collaboration and communication to deliver CASE (Council for Advancement and Support of Education) award-winning digital solutions.

ADDITIONAL RELEVANT EXPERIENCE

Science Teacher

St. Thomas Episcopal Parish School, Coral Gables, FL

- Launched an early adopter laptop program and presented at two Microsoft Anywhere, Anytime conferences to demonstrate how we used technology to further project based learning and problem solving in the classroom
- Mentored 70+ science fair projects annually thus teaching problem-solving and critical thinking through the scientific

method. This same analytical process and problem solving is used whilst iterating through UX design cycles.

- I was promoted to be an administrative lead for three grades but was unable to accept the position because our family moved to another state for my husband's job.
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EDUCATION/TRAINING

- Google UX Design Professional Certificates (Empathize, Define, Ideate & Foundations of UX Design)
 - JavaScript and React development courses by Wes Bos
 - QEA Non-Functional Testing Bootcamp (Tech Talent South & Cognizant, Charlotte) I graduated top among the class and was one of three offered a job.
 - MS in Education, Reading and Learning Differences, University of Miami
 - BA in Earth Science, Dartmouth College
 - Blend and Fusion Conferences in Charlotte and Shopify Conference in San Francisco
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COMMUNITY INVOLVEMENT

- Volunteer web design for a non-profit organization that decorates children's hospital rooms (Once Upon a Room, 2023)
- Volunteer for two high school lacrosse teams (Ardrey Kell High School, 2022 & 2023)
- Sold water bottles on Amazon and donated a portion of the profits (over \$2,500) to charity:water (2018-2019)

- Guest WordPress Presenter (Tech Talent South, March 2015)
- PTA & Art Appreciation Instructor (January 2012-2019)
- Teacher/Coach for NC Science Olympiad (2015)
- Homeowners Association (2015-2018): Developed and managed neighborhood website; Produced quarterly email newsletter for the neighborhood