

Julian Palhof

Product Designer

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EXPERIENCE

Lead Product Designer

Popdog

Jul 2019 – current

Los Angeles, CA

- Lead the team in creating user testing plans, moderating, and synthesizing results via internal test labs, usertesting.com, and screenshared sessions
- Conducted user interviews with users and internal knowledge experts
- Created and maintained a design system via Figma
- Collaborated with designers, PMs, and engineers on layouts and documentation via Figma
- Partnered with leadership on top line product strategy

Senior UX Designer

Wonder

Sep 2018 – Jul 2019

Los Angeles, CA

- Lead the team in creating user testing plans, moderating and constructing a test lab for participants
- Created an online atomic design system and resource library while auditing existing styleguides
- Mapped out user and system flows for onboarding and conversion paths
- Wireframed and mocked up designs based on testing and research results
- Created high to low fidelity prototypes depending on needs for testing and engineering handoffs
- Strategized, designed, and built corporate website and online store
- Integrated Mailchimp into websites, managed and launched campaigns while reporting data

Lead UX Designer / Product Manager

UpKeep CMMS

Apr 2018 - Sep 2018

Los Angeles, CA

- Synthesized analytic data to determine pain points and feature usage patterns to determine what to improve or pivot the product for upcoming sprints
- Conducted customer interviews and offsites with customers
- Performed competitive analysis and market research to determine new roadmap items.
- Planned sprints with engineering teams and project managed iOS, Android, React engineers, backend engineers, and UI designers
- Lead design team in creating UI interfaces, styleguides, and documentations
- Held meetings with department heads to gather customer feedback and needs to prioritize backlog

Lead Product Designer

SteelHouse

Dec 2014 - Mar 2018

Los Angeles, CA

- Worked closely with multiple product managers across multiple engineering teams to deliver UX and design solutions
- Lead design team in creating styleguides for all of SteelHouse's large portfolio of products by creating workflows, reviews, researching and implementing tools
- Built low to high fidelity prototypes utilizing Invision, Webflow, D3.js, and framer
- Involved in developing process and strategy alongside product managers and engineer leads
- Gathered usability testing results and delivered heuristic analysis
- Moved team off of Photoshop and red-lining to Sketch and Invision

UX Designer & Front End Developer

blend.

Sep 2013 - Dec 2014

Los Angeles, CA

- Contributed wireframes, mockups and front-end development for projects within teams
- Wireframed, designed, and built client websites on an individual basis without teams
- Served in various roles in group projects depending on skills needed (PM, AM, CD, and branding)

EDUCATION

University of Central Florida

Bachelor's of Art - Digital Media / Interactive Systems

Graduated 2010

SKILLS

Design

Figma

Adobe Creative Suite

Sketch

Creating Design Systems

Maintaining Styleguides

App, Mobile, Desktop, TV Interfaces

Prototyping

Invision App

Principle

Webflow

Framer

Javascript

User Testing

Software & Hardware

Touch, Keyboard/Mouse, Gamepad

Usertesting.com

Validately

Qualification Surveys

Writing Test Scripts

Setting up onsite testing labs

UX Documentation

Wireframing

User Flows

System Flows

Information Architecture Sitemaps

Journey Maps

Data Analysis

Google Analytics

Metabase

Amplitude

Mailchimp

Fullstory

Hotjar

Market Research

Competitive Analysis

User Interviews

Management

Jira

ClickUp

Monday.com

ProductBoard

Trello

Agile

LEAN