

JULIA COUCH

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🎓 EDUCATION

Bachelors of Information

User Experience Design

University of Michigan

2022

James B. Angell Scholar, Dean's List

📖 PUBLICATIONS

Navigating the Politics of Alternative Economic Utopian Futures

Society for Social Studies of Science

2022

🏆 AWARDS

UMSI Diversity, Equity, and Inclusion Award

2022

SmartAsset We Empower Users Award

2022

💼 PROFESSIONAL EXPERIENCE

UX Designer & Researcher, SmartAsset

05/2021 – present

- Spearheaded a product redesign cycle for multiple projects, including a consumer-facing newsletter, financial widgets, and consumer landing pages, resulting in monthly uplift of over \$400k, utilization by over 2 million users, and published on partner sites like CNN and Forbes Finance.
- Collaborated with developers to implement a redesign of the homepage and facilitated over 15 projects utilizing HTML, CSS, and JSON in a way that significantly reduced tech resources.
- Pioneered the advisor research department at SmartAdvisor, implementing formalized feedback loops, user interviews, and surveying to prioritize customer satisfaction and mitigate churn, resulting in a 35% increase in NPS scores and a 15% decrease in churn, yielding a monthly retention of \$926k.

Qualitative UX Researcher, University of Michigan

05/2021 – 04/2022

- Employed coding and affinity diagramming methodologies to distill 50+ user interview and workbook data, effectively identifying and organizing 20+ themes that played a central role in shaping the publication.

UX Intern, ThinkQ.TV

05/2020 – 09/2022

- Conducted a usability study with 10 participants to identify usability and user flow issues, which resulted in a 25% reduction in user error.
- Produced 5+ high-fidelity prototype, ensuring a seamless user experience for the initial launch.
- Collaborated closely with developers, providing assistance in the implementation of HTML/CSS to bring the prototype to life.

Lead Facilitator, Prison Creative Arts Project

12/2019 – 12/2021

- Led and participated in design thinking workshops for over 50 inmates at Lapeer Correctional Facility and Huron Valley Correctional Facility, applying UX principles to improve user experiences.
- Conducted 3 extensive usability testing and instructional procedures of technology with marginalized groups, refining UX designs for enhanced accessibility and inclusivity.

🔗 SKILLS

Research (Data Analysis, A/B Testing, Personas, User Interviews, Usability Testing, Co-design, Surveying)

Design (Figma, Optimizely, Adobe, Sketch)

Code (Python, HTML, CSS, JIRA, JSON, SQL)