

Julia Isabel Soriano Rodriguez

UX/UI Designer

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🌐 <http://jisrdesign.com>

📍 Colorado Springs, CO

SUMMARY

UX Designer with healthcare background and certificate in User Experience Design from Designlab. Combines user-centered design expertise with trauma-informed care experience and business acumen. Proven ability to translate complex user needs into accessible digital solutions, demonstrated through managing 700+ customer relationships and supporting 500+ patients in high-stakes healthcare environments.

CERTIFICATION

Designlab

User Experience Academy
2024 - 2025

EDUCATION

MSU Denver

Bachelor of Health Sciences
2015 - 2021

SKILLS

Figma (Components & Interactive Prototypes) ~ Storyboarding ~ Canva ~ User Research & Analysis ~ Wireframing & Prototyping ~ Usability Testing ~ Information Architecture ~ Visual Design ~ Journey Mapping ~ Persona Development ~ Cross-functional Communication ~ Photography ~ Adobe Photoshop

PERSONAL INTERESTS

Illustration ~ Gaming ~ Costume Design & Fabrication

EXPERIENCE

Freelance

UX Designer | Photographer

2025 - Present

- Designed mobile search feature for Patreon from user research through high-fidelity prototypes, conducting usability testing with 15+ participants
- Led responsive website redesign for local tea business, creating comprehensive design system and multi-platform user experience
- Developed end-to-end pregnancy app with gamified progress tracking, information architecture, and AI-powered recommendations
- Delivered professional event photography for convention clients, coordinating shoot logistics and managing digital asset delivery

DaVita

Benefits Navigator

2021 - 2023

- Improved insurance status for 500+ dialysis patients, reducing financial burdens and increasing treatment access
- Facilitated in-person insurance education at clinics in Florida and Colorado, increasing patient awareness of coverage options
- Coordinated complex insurance resolutions across patients, facility teams, and corporate offices while building cross-functional partnerships with field teams in four states

Etsy

Business Owner

2020 - 2021

- Designed and sold video game-inspired accessories to 700+ international customers, earning 200 five-star reviews
- Collaborated with artist on 3D modeling/printing and promoted through social campaigns, gaining 5,000+ followers and generating \$1,000+ in sales

Metropolitan State University of Denver

Nursing Program

2018 - 2020

- Completed clinical rotations at six major healthcare facilities with diverse patient populations, practicing motivational interviewing and trauma-informed care with chronically ill and homeless populations
- Delivered patient education and individualized care plans across all age groups from pediatrics to geriatrics while maintaining HIPAA compliance