

Julia Isabel Soriano Rodriguez

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SUMMARY

UX Designer leveraging a background in healthcare and entrepreneurship to solve complex problems with business-aligned, trauma-informed solutions.

EXPERIENCE

Freelance | *UX Designer & Photographer* | March 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 **ALittle Tea CO**, a local Colorado Springs Tea business, creating a comprehensive design system and multi-platform user experience
- Developed **Preggy Prog**, an end-to-end pregnancy preparation 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 (Patient Insurance Educator)* | August 2021 - December 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* | December 2020 - December 2021

- Grew a niche accessories brand to 700+ international customers across multiple countries by identifying an underserved gaming community and designing products that resonated with its players
- Generated 10,000+ social media followers and 200 five-star reviews by directing product development through artist collaboration on 3D modeling/printing and executing targeted social campaigns

MSU Denver | *Clinical Experience* | January 2018 - December 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

CERTIFICATION & EDUCATION

Designlab | UX/UI Certification | January 2024 - December 2025

MSU Denver | Bachelor of Health Sciences | August 2015 - May 2021

American Red Cross | Basic Life Support Certification | Expires 2028

SKILLS

Technical Skills: Wireframing & Prototyping | User Research & Analysis | Usability Testing | Information Architecture | Visual Design | Journey Mapping | Persona Development | Storyboarding | CSS Layout Fundamentals

Soft Skills: Motivational Interviewing | Stakeholder Management | Cross-functional Communication | Trauma-Informed Design Thinking

Tools: Figma (Components & Interactive Prototypes) | Figjam | Webflow | Adobe Photoshop | AI-Assisted Prototyping