

Julian Avery Leonard

Product/UX Design & Research

j@julian.design

https://julian.design

RECENT WORK

UX Designer/Researcher

THE COLLEGE BOARD • MAY 2018–PRESENT • NEW YORK

- Redesigned official online college planning tools, guides, college search, and scholarship resources used by millions of students across the US, across widely varied geographic, social, economic, and educational backgrounds, to navigate life decisions predictive of future student loan debt, income, and economic opportunity
- Conducted quantitative and qualitative user research and testing; planned and created prototypes, designed discovery research, experiments, surveys, analytics, IA testing; collaboratively synthesized findings throughout into data-informed designs
- Led hands-on collaboration with front-end engineers, UX QA, implementation of designs in production

Product Designer (UX/Visual)

INDEPENDENT CONTRACTOR • 2015–2018 • NEW YORK

Led pre-launch design process for startups, working closely with engineering and product teams to develop end-to-end solutions on tight deadlines, adapting user-centered best practices to the constraints and priorities of each project.

Designer-Researcher, Impakt (Contract)

- Led design and early UX research and prototyping for Impakt's product, a Chrome extension that lets users access political and ethical information about companies as they browse products online

Product Designer, Parachute (Contract)

- Designed core feature of dashboard helping American healthcare providers and hospital systems deliver customized long-term care to Medicare patients with multiple chronic conditions

Lead Product Designer, Nise Tech (Contract)

- Led UX, research, visual design, product ideation and prototyping for Nise Tech's mobile app, a sous-vide cooking platform and companion to the physical appliance for home kitchens

UX Design Intern, Skanatek

- Conducted UX research and design strategy and planning for a mobile app-based, demand-responsive public bus service serving riders in underserved urban outskirts of three cities
- Conducted UX/design and front-end code reviews

EDUCATION

Harvard University 2010–2015

- B.A. with High Honors in Studio Art (Visual and Environmental Studies), Secondary Field in Social Anthropology
- Fellowships: Albert Alcalay Prize for Visual Art (2015), Henry Russell Shaw Travelling Fellowship for independent art and design (2015), Harvard Artist Development Fellowship (2014)

Shillington School of Graphic Design 2015

- Intensive full-time 13-week program in visual/UI/UX design

School of the Art Institute of Chicago 2012

- Full-time B.F.A. student in Product Design and Graphic Design

TOOLS AND PROCESSES

Quantitative user research such as task-based A/B and multivariate testing, information architecture research (tree testing, card sorting), surveys, analytics

User interviews & moderated testing (remote, in the office, or in field contexts) to validate hypotheses about user behavior/needs and to assess the effectiveness of specific design solutions

Prototyping in Invision, Framer, HTML/CSS/JS, React

Analysis, presentation, synthesis of user research insights

Stakeholder research to define problem scope, desired outcomes, and to understand problem context

Competitive/contextual research to draw on how similar problems have been solved well, and for an awareness of UI patterns and environments familiar to users

Discovery research such as discovery user interviews, ethnography, composite personas, literature review

Mapping/diagramming/blueprinting systems and journeys

Wireframing, visual design, front-end coding

Sketch (software) for UI conceptualization and design, vector editing, product design architecture and layout

Illustrator for complex vector editing of icons, illustrative UI elements, custom typographic elements, etc.

Photoshop for complex raster editing such as masking, retouching, color correcting, etc.

OTHER EXPERIENCE

Founder | The Generalist (art collective) 2012–PRESENT

Artist-in-Residence | SomoS Art Berlin 2016 (GERMANY)

Forensic Linguistics Intern | RL Assoc. 2013–2015 (NY)

Sculptor | Intl Conference, Cast-Iron Art 2014 (LATVIA)

Artist-in-Residence | Haihatu Art Center 2014 (FINLAND)