

# Julian Avery Leonard

Product/UX Design & Research

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## RECENT WORK

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### UX Designer

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

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## EDUCATION

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### 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

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## TOOLS AND PROCESSES

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**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.

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## OTHER EXPERIENCE

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**Volunteer Leader, Policy | Warren for President** 2019–2020

**Vol. Leader, Voter Protection | DNC/Biden for Pres.** 2020

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

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

**Artist-in-Residence | Haihatus Art Center** 2014 (FINLAND)