



Julie K. Geers

DESIGNER & WRITER



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Hello, my name is **Julie** ... I'm eager to contribute to your organization's growth & success while also developing my skills in Design & Writing. As a user-centered writer & designer, **my True North is the User** — I prioritize *their* needs first. I'm friendly & uphold a healthy, positive attitude. My skill set constantly evolves as I learn & grow. With my diverse background & focus on inclusion, I offer a unique & valuable perspective as an empathetic UX/UI Designer & Writer.

EDUCATION & CERTIFICATIONS

- **MASTER OF SOCIAL WORK** (in progress)
University of Nevada, Reno (hybrid)
- **B.A. IN PSYCHOLOGY**
Grand Valley State University (Michigan)
- **UX DESIGN CERTIFICATE**
Google Coursera (online)
- **UX WRITING CERTIFICATE** (in progress)
Technical Writer HQ (online)
- **TECHNICAL WRITING CERTIFICATE**
Technical Writer HQ (online)
- **MICROSOFT — MS900 CERTIFICATE**
Microsoft Corporation (online)
- **MASTER-LEVEL TESOL/TEFL**
TEFLen College (online)
- **EF-SET (English First - Standard English Test)**
C2 Proficiency (highest level)
- **POYNTER ACES CERTIFICATE IN EDITING**
Achieved "A" grade

PROFESSIONAL EXPERIENCE

ADMINISTRATIVE ASSISTANT — SUMMIT LANDSCAPE MGT (Michigan) | Oct 2023 — Oct 2025

- Authored & maintained 40+ documents, including Standard Operating Procedures (SOPs), safety manuals, & terms and conditions — ensuring clarity & compliance
- Developed a comprehensive glossary to standardize terminology, enhancing the accuracy of estimates & improving communication across teams
- Created social media "Spotlights," boosting viewership by an average of 280% per post, which contributed to increased brand visibility
- Engaged with hundreds of new clients via email, fostering business growth at the new MI location

FREELANCE UX/UI DESIGNER — GOOGLE UX DESIGN PROGRAM (online) | Feb — Aug 2023

- Became proficient in UX research fundamentals, UI design, inclusivity, wireframes, low & high-fidelity prototypes, design software, user research, auditing, user interviews, & audience analysis
- Executed fresh designs using Figma, Adobe XD, Adobe Photoshop, & Google Workspace
- Responsive Design & Visual Communication: Delivered compelling projects using responsive design methodologies, with a strong emphasis on effective typography, iconography, & color usage
- Created copywriting, branding/graphics, design systems, & logos for photography studios

FULLSTACK DEVELOPMENT TRAINEE & MICROSOFT SERVICE ENGINEER — CATALYTE (remote) | 2022 — 2023

- Received accolades from clients for outstanding written & verbal communication, enhancing client satisfaction through effective problem-solving
- Developed, modified, & debugged programs to improve overall performance & resolve issues
- Collaborated closely with SMEs & Product Owners in an Agile (SCRUM) environment
- Regularly wrote in basic programming languages (HTML, CSS, & JavaScript), contributing to documentation alongside development cycles.

ENGLISH (TESOL/TEFL) TEACHER — iTUTOR GROUP China (remote) | 2019 — 2020

- Combined cultural awareness with professionalism to create inventive ways to teach English as a Second Language (ESL)
- Created & implemented over 100 engaging & streamlined ESL lesson plans
- Maintained an average student satisfaction rating of 9.5+ out of 10, demonstrating a high level of teaching quality & student approval

CAMPAIGN MANAGER INTERN — NEVADA POLICY PRACTICE ACADEMY (remote) | 2018

- Spearheaded the "Stop from the Top" campaign for NAMI Nevada, securing over 100 new pledge signatures through a successful tour of the state of Nevada.
- Utilized research, analysis, informative writing, editing, & engaging visual aids to drive campaign success, outreach, & increase awareness

SKILLS

- Adobe Photoshop, Digital Editing, Figma, Adobe XD, UX/UI/AI Design, Confluence, JIRA, Agile, Technical Writing, Proofreading