



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

FREELANCE UX/UI DESIGNER & CONTENT CREATOR — JULIE GEERS' DESIGNS (online) | Feb 2023 – Current

- Proficient in UX research fundamentals, UI design, inclusivity, wireframes, low & high-fidelity prototypes, design software, user research, auditing, user interviews, & audience analysis
- Execute fresh designs using Figma, Adobe XD, Adobe Photoshop, & Google Workspace, enhancing visual communication & user experience
- Deliver compelling projects using responsive design methodologies, emphasizing effective typography, iconography, accessibility, & color usage
- Produce written content, branding/graphics, design systems, & logos across various platforms

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 & efficiency across teams
- Developed & executed a series of persuasive social media campaigns that increased brand visibility by 280%, utilizing clear & compelling messaging to engage the target audience
- Engaged with hundreds of new clients via email, fostering business growth at the new MI location

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 writing in HTML, CSS, & JavaScript to support documentation and development cycles
- Gained general API knowledge

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, & learning outcomes

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, Confluence, JIRA, Agile, API knowledge, Google Workspace, Adobe Creative Suite, UX/UI/AI Design, technical writing, proofreading/editing, outstanding verbal & written communication