JULIE SILVERMAN

julie.s@sqrd.net

I collaborate on design and product strategy, conduct research, create interaction and mental models, author specs, promote empathy, facilitate workshops, and ship tight solutions. Once upon a time I wrangled data and coded badly. I'm currently having a ball in Berlin.

EXPERIENCE

12.2014 - present
sqrd
Berlin

Principal/Freelance Designer

UX design and strategy consultancy with European startups and large companies, mostly in the German/DACH region. Focus on MVP, pre-Series A, storytelling, design sprints, and corporate innovation.

08.2014 - 11.2014
StartupBootcamp
Berlin

Entrepreneur–In–Residence: Design

Applied design thinking tricks to get nine international startup teams in shape for Investor Demo Day as part of a three-month accelerator program.

09.2013 - 03.2014
Propane Studio
San Francisco

UX Lead

Developed a UX discipline grounded in Lean methodology for a quickly growing UX department.

- Worked with strategists, visual designers, developers, and exec holders on b2b and b2c websites, apps, and large digital ecosystems.

- Responsible for the experience and design strategy including user and system research, workshops, heuristics, concept modeling, and detailed interaction specification.

06.2009 - 08.2013
sqrd
San Francisco

Principal/Freelance Designer

Consultancy in user experience and interaction design for web and mobile at digital agencies, design studios, and startups. Clients include Microsoft, Barnes & Noble, Wells Fargo, and Toyota. Agencies include Razorfish and Tribal DDB.

01.2011 - 04.2012
Universal McCann
San Francisco

UX/IxD Design Lead

Wore all design hats in a nimble intrapreneural team to design an internal knowledge management and publication system through the entire product lifecycle, from initial explorations of user needs, through multiple stages of UX, final visual design deliverables, and product launch.

01.2007 - 01.2009
Charles Schwab
San Francisco

Interaction Designer

Part of a small team of developers supporting portfolio managers and business analysts working on financial models.

Lead team documentation and intranet efforts, designing and producing information architecture, layouts, and graphics. Developed presentation layers using R, XML/XSLT, and Ruby.

EDUCATION

San Francisco State University, San Francisco, CA
Design and Industry - Industrial Arts