Julianna Sansevero

juliesansevero@gmail.com

Connecticut, USA

Portfolio: jsansevero.com

Education

MPS in User Experience (UX) Design | GPA 4.0
Maryland Institute College of Arts | May 2022

BS in Communication Management and Design | GPA 3.9
Ithaca College | December 2018

Work History

Senior Analyst at Corporate Insight
February 2021-Present | New York City, New York

- Led team of ten researchers in writing biweekly 40-60 page updates, 100+ reports, and custom projects analyzing site and app interfaces across four industries.
- Managed annual UX studies end-to-end including recruitment, questionnaire and study design, report preparation, and presentation.
- Crafted professional development programs and revitalized training materials to include all positions for the successful onboarding of eight and the promotion of six employees.
- Spearheaded six-month experience benchmark projects, developing a replicable process for framework and survey creation, grading, and report writing.
- Coordinated with clients at major banks for product strategy meetings, report readouts, ad-hoc requests, and large-scale custom projects.

Head Title Specialist at Silk Title Company
February 2020–January 2021 | Warwick, Rhode Island

- Doubled team efficiency – from 20 to 40 daily title reviews per employee – and accuracy with new training materials informed by employee interviews and workflow analysis.
- Referenced county records and state refinance requirements to ensure title document accuracy and reviewed 80+ titles daily in an online database.
- Answered 100+ daily emails on tax details, title discrepancies, and mortgage requirements.

Marketing Coordinator at White Horse
April 2019–September 2019 | North Providence, Rhode Island

- Established brand voice through social media content and email campaigns.
- Designed online and in-store marketing materials using Photoshop and InDesign.
- Connected with community via vendor booth and materials at Providence PrideFest 2019.
- Conducted surveys and customer interviews to inform product & experience development.

Skills

- Research and technical writing
- UX/UI testing and interviews
- Survey creation and analysis
- Figma and Adobe XD
- Instructional design
- Competitive benchmark analysis