

JULIAN AVERY LEONARD

Digital Product Designer in New York City

j@julian.design

http://julian.design

RECENT WORK

Product (UX/Visual) Designer

INDEPENDENT CONTRACTOR • 2014–PRESENT • 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.

Lead Designer, Impakt (Contract)

- Led design for Impakt's product, a Chrome extension that lets users access political and ethical information about companies as they browse products online
- Led product ideation and prototyping: conducted primary user research, literature review; produced sketches, mapped user flows, created wireframes, design guidelines, and high fidelity prototype for user testing/communication; established design strategy

Lead Product Designer, Nise Tech (Contract)

- Led UX and visual design for Nise Tech's mobile app, a sous-vide cooking platform and companion to the company's physical appliance for home kitchens
- Led product ideation and prototyping: research, user testing, produced sketches, wireframes, design guidelines, polished visual mockups and interactive prototype for testing and product communication

Interaction Designer, Hermitcrab (Contract)

- Designed the onboarding experience for the Hermitcrab web app, laying the groundwork for growing the community of users for a neighbor-to-neighbor marketplace in Los Angeles

Product Designer, Parachute (Contract)

- Designed core feature of desktop app helping American healthcare providers and hospital systems deliver customized long-term care to patients with chronic conditions

UX Design Intern, Skanatek

- Conducted UX research and design on a mobile app-based, demand-responsive public bus service serving commuters in small cities across Europe
- Collaborated on internationally distributed agile team, creating personas, user stories, and task requirements for app and service
- Conducted UX/design and front-end code reviews

EDUCATION

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

Phillips Exeter Academy 2005–2009

TOOLS AND PROCESSES

Sketching to think, brainstorm, experiment with solutions and for **rapid, iterative communication** throughout

Stakeholder research to define problem scope, business goals, 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

User research: user interviews, ethnography, creating composite **personas**, consulting **secondary literature**

Flow diagramming user interactions in Omnigraffle/Sketch

Wireframing, visual mockups at low/medium/high fidelity

Prototyping with Invision/Flinto/FramerJS, HTML/CSS/JS

User testing: remote, in person, to validate hypotheses

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.

InDesign for print, pdf, and editorial projects, and occasionally to work with **typesetting/typography**

Style guide: for usable best practices in a specific system

OTHER EXPERIENCE

Founder | The Generalist (art collective) 2012–PRESENT

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

Forensic Linguistics Intern | RL Assoc. 2013–2015 (NY)

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

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