

JULIE AHN

PRODUCT/UX/IxD DESIGNER

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WORK EXPERIENCE

The Weather Group/Allen Media Group via JBC Team

Principle UX + Product Designer

2021-Current (1 Year) | Remote

- Building streaming apps and pages for newly acquired brand properties Comedy.TV, HBCU GO, and TheGrio with particular consideration to Live TV offerings, on-demand, and podcasts.
- Migrating components and creating a unified library for material design elements from XD to Figma for multiple brands within the AMD family.
- Seeing MVP HBCU GO apps from start to finish in a short timeline.
- Providing additional dev and marketing support by creating assets and work flows that were in backlog of the pipeline.

VUDU, Inc.

Principle UX + Product Designer/Manager

2017-2021 (4 Years) | Sunnyvale, CA

- Responsible for 5 direct reports: Overseeing day to day projects and delivery of creatives, addressing administrative needs, and cultivating a strong positive team environment.
- **Product:** Leading feature development life cycles, completing hundreds of projects ranging from UI material design, UX wireframes, prototyping, defining logic and user journeys, vision projects, assisting in user research (pre/post launch), accessibility, and style guide development, for living room tv's, devices, mobile apps, and web.
- **Marketing:** Supporting requests for weekly assets including digital ads, motion graphics, art direction, style guides, print ads.

Cytosport, Inc.

Graphic Designer, Web

2015-2017 (2+ Years) | Walnut Creek, CA

- Responsible for creatives for all sub-brands, Muscle Milk, Monster, Evolve, resulting in brand expansion in two key regions (mid-west and south) among new fitness demographics.
- Developing packaging, marketing deliverables, 3D renderings, booth design and print ready production files, adhering to concise brand standards that convey the company's unique identity.

EDUCATION

Northeastern University

MBA - Dual Degree

2019 | Boston, MA/Online

Pratt Institute

BFA - Photography

2005 | Brooklyn, NY

TOOLS & SKILLS

Figma

Sketch

Invision

Adobe CC

Principle

Jira

Affinity

HTML5/CSS

Unity VR

Product/IxD Design

UX Flow Wireframing

User Testing/Research

Prototyping

Motion Design

Video Editing

Mobile Design

Web Design

TV - Living Room

(Android, iOS, Roku, HTML5)

Business Strategy

Packaging Design

Digital Marketing

Brand Identity

Photography

3D Illustration

MORE WORK EXPERIENCE

TJX Companies, Inc.

Packaging Specialist, Production Manager

2013 - 2015 (1.5 Years) | Framingham, MA

- Coordinated packaging development for licensed brands and private label in worldwide divisions for seasonal goods, apparel, home fragrance, stationary, cookware, and window panels.
- Conducted trend analysis and built growth strategies for future plans with trend books, mood boards, production art, and 3D illustration.
- Managed vendors, junior designers and freelancers in executing the vision.

Packaging Consultants, Inc.

Graphic Designer, Packaging Specialist

2009-2013 (4+ Years) | New Bedford, MA

- Designing retail packaging, displays, promotional materials, POP (point-of-purchase), floor displays, 3D concept renderings, comps and mockups, and e-commerce website layouts.
- Executing “soup to nuts” merchandising strategies through design and production.
- Mentoring interns in graphic design, market research, and photography of the CPG industry.

Crimson Rose, Int'l

Graphic Designer, Technical Designer

2007-2009 (2.5 Years) | N. Providence, RI

- Developing technical design specs for packaging, displays, managing photo assets, and copy.
- Creating sales collateral, trend boards, POP's & floor displays, 3D renderings, and instruction sheets.

OTHER FUN STUFF

The Marine Mammal Center

Volunteer - Harbor Seal Caretaker

2019 - Current | Sausalito, CA

The Learning Ally

Volunteer - Reading and Recording Books for the Blind & Dyslexic

2007 & 2020 | Boston, MA, Online