



# Jason Julien — Experience. Design.

Design Direction. Creative Direction. Experience Design.

## Profile

As a seasoned design leader, I bring over 20 years of experience participating in, building and directing cross-functional design teams. Using human-centered design methodologies, I focus on creating experiences that lead to meaningful human interaction. With extensive experience in Design Direction, UX Design, UI Design, Visual Design, Product Design, Web Design and Design Leadership, I am a thinker, leader, mentor, maker and hustler who is passionate about creative, strategy, experience, branding, storytelling, team building and everything design.

## Experience

**Director of Product Design** | Caribou (previously MotoRefi), Washington DC JAN 2022 - CURRENT

- Build and lead cross-functional product design team (from team of 2 to 8).
- Elevate culture of design through design team principles, processes, ceremonies and artifacts.
- Responsible for maintenance of design system to ensure consistency across products.
- Facilitation of brainstorming, innovation, discovery, design thinking and collaborative problem solving workshops.

**Director of Experience Design, Rocket Mortgage** | Quicken Loans, Detroit, MI AUG 2018 - MAY 2021

- Stood up centralized design team to increase collaboration, education and training opportunities, and operational efficiency.
- Grow and manage a high performing, multi-disciplinary design team (from 4 designers to 20+).
- Lead the UI Design, UX Design and Content teams for all major product initiatives.
- Established design team's core philosophy and design principles.
- Responsible for the management and ongoing evolution of design system to unify various innovative product offerings across the organization.
- Elevate the maturity of the design culture through improved processes, approaches and broadened capabilities.
- Facilitation of brainstorming, innovation, discovery, design thinking and collaborative problem solving workshops.

**UX Design / Creative Direction** | Self-Employed, Kalamazoo, MI MAY 1998 - Present

- Work as freelance/contract Creative Director, Design Director, UX/UI Designer.
- Create user-centered designs for digital products, mobile apps and websites.
- Notable clients include Twitter, Dave Ramsey and Stryker.

**Creative Director** | Newhall Klein, Kalamazoo, MI MAR 2015 - OCT 2017

- Manage cross-disciplined design team including writers, designers and developers.
- Hands-on direction and design of visuals, user-interfaces, websites, brand marketing.
- Created and executed user experience strategies, concepts and solutions for digital products and applications that solved user needs and aligned with client objectives.
- Work closely with stakeholders, users and clients on all aspects of client engagements including new business pitches, branding, strategy, digital, photography and video.
- Responsible for ensuring a consistent creative product that aligns with business and user needs.

## Contact

📞 734-358-7827

✉️ jason@jasonjulien.com

🌐 jasonjulien.com

🌐 linkedin.com/in/jasonjulien

## Aside

### Competencies

Design Leadership  
 User-Centered Design  
 Design Thinking Methodologies  
 Concept Generation  
 Cross-functional Collaboration  
 Design Operations  
 Workshop Facilitation  
 Managing, Coaching and Mentoring  
 Visual Design  
 Branding  
 Animation / Video

### Primary Tools

Whiteboard	Sketch
Post-Its	Adobe XD
Adobe CC	Figma
Miro	Invision

### Client Experience

Twitter	Bells Brewery
General Motors	Sea-Ray Boats
Best Buy	Kellogg
P&G	Pfizer
Philips	Binder Park Zoo
Dave Ramsey	Shedd Aquarium
Home Depot	Moody
Heineken	Roomates.com
Western Union	First Data
Firestone	Rocket Mortgage
DePuy (J&J)	Quicken Loans
Boyne	Stryker
Willow Creek	MacUpdate.com
AAA of Michigan	US Open Golf



**Senior UX Designer** | Elevator Up, Grand Rapids, MI JAN 2015 - MAR 2015

- Create compelling solutions and experiences that align business strategy and brand positioning with human insights and customer intent.
- Facilitation of brainstorming, discovery and design thinking workshops.
- Responsible for creation of standards, processes and company website and collateral.
- Develop design strategy, user flows, wireframes, design concepts, hi-fi prototypes.

**User Experience Lead** | Aperia Solutions, Inc., Dallas, TX AUG 2014 - JAN 2015

- Established UX Design team in the creation of software for fintech and health care industries.

**Digital Creative Director** | Vortala Digital, Remote DEC 2009 - MAY 2013

- Manage global team of distributed designers and developers in India, Philippines, Malaysia, Australia, Canada and the U.S.
- Create UX Design, UI/Visual Design and ongoing maintenance and enhancements of custom SAAS platform for over 2,000 websites.
- Lead the strategy, creation and development of a custom, proprietary software platform to expand into new verticals.
- Optimized processes to reduce time to live of sites from 30-45 days down to 2 days resulting in an increase in revenue from \$1MM to \$3.5MM over 18 months.

**Digital Creative Director** | MSL Group (Publicis), Ann Arbor, MI JUL 2007 - DEC 2009

- Senior Design Leader for digital office of global agency. Led cross-functional design team including designers, developers, writers, producers and researchers.
- Creation of experiences for web, mobile and applications for major brands including: GM, Best Buy, P&G, Philips, Intuit, Coca-Cola, Heineken and others.
- Developed processes and frameworks and created an environment empowering a diverse team to deliver their best work.
- Championed innovative solutions at the intersection of digital, PR, social and brand leading to impressive stats and growth for clients.

**Creative Director** | CHANGE Design Group, Chicago, IL OCT 2004 - JUL 2007

- Manage design team at full-service marketing, branding and design firm.
- Hands-on direction and design of broad range of initiatives for clients including: websites, videos, print collateral, events, immersive environmental graphics, direct-mail, electronic marketing.

**Creative Director** | UMLEX, Kalamazoo, MI JAN 2002 - OCT 2004

- Hands-on direction and design of marketing, advertising, design and digital solutions for variety of clients primarily in the golf industry including: Boyne Resorts, Treetops Resort, Jack Nicklaus Golf. Lead Art Director for regional golf magazine, Great Lakes Golf.

**Co-Founder and Creative Director** | CHANGE Design Group, Kalamazoo, MI NOV 2001 - JUN 2003

- Co-founder of agency specializing in brand and digital solutions for non-profits, education, healthcare and other organizations and individuals seeking to make the world a better place.
- Sold agency to firm in Chicago and later joined as Creative Director.

Roles prior to these are listed on LinkedIn

## **Education**

### **Grand Valley State University**

Bachelor of Fine Arts - Graphic Design  
Dean's List

### **Certifications / Additional Training**

NN/g - Lean UX and Agile  
NN/g - The Human Mind and Usability  
NN/g - Writing Compelling Digital Copy  
AJ&Sprint Design Sprint Masterclass

## **Accomplishments**

### **Speaking**

May 2021 - Tech Circus, UX Crunch at Home  
Panel Host: Conflict Management

2019, 2020 - QL UX Summit: Planning Committee

2017 - MIX Design Summit Panel Speaker:  
Overcoming Creative Block

### **Recognition**

2008 - Bronze Sabre Awards: GM Saturn Astra  
Website

2008 - New York Times, AdAge Mentions:

1999 - HOW Magazine - Self-promotion Annual

1996, 1998 - Addy Awards

Web Creme Featured Website

The Best Designs - Design Blog

CSS Remix - Website Design Gallery