

Julia Caston



UX designer and researcher with 10 years of project management experience

EXPERIENCE

UX Designer and Researcher

The Guac Group

July 2021 - Present - Remote

- Conducted user interviews, user testing, and research synthesis for a variety of clients in an agency setting
- Executed agile design process to create mobile application for artists to apply to markets, art fairs, and other vending opportunities
- Collaborated with UX team across international time zones to design and prototype mobile application for Earth Love United, based in Nigeria
- Completed mobile and website heuristic analysis and mobile redesign for Sequeer, based in Australia

Outreach Assistant and Internship Coordinator

North Carolina Museum of Art

July 2019 - Present - Raleigh, NC

- Overhauled internship program to focus on career-driven outcomes for participants through staff mentorships, enrichment programming, and museum education
- Increased program participation by 300%
- Designed and project managed virtual internships during COVID, creating a one-of-a-kind innovative program during a time of crisis
- Coordinated all administrative aspects of Education and Outreach Departments

Programs and Audience Engagement Assistant

North Carolina Museum of Art

Nov 2017 - July 2019 - Raleigh, NC

- Collaborated on creation of unique, engaging programs for a diverse audience in cooperation with education and programs teams
- Coordinated all administrative department tasks such as finance (accounts payable) and schedule management

EDUCATION

University of North Carolina Greensboro, 2015 - 2017, MFA Visual Art

Barnard College - Columbia University, 2008 - 2012, BA Visual Art

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Industry Knowledge

Product Design

Mobile design

User Interface

User Experience

User Interviews

User Testing

User Research

Design Thinking

Visual Design

Research Synthesis

Information Architecture

Personas

Journey Mapping

Interaction Design

Wireframing

Rapid Prototyping

Project Management

Tools & Technologies

Figma, Adobe XD, Adobe

Photoshop, Adobe

Lightroom, Invision, Miro,

Google Suite, Microsoft

Office, Microsoft Teams