JULIA N. RIVERA

SOCIAL MEDIA & CONTENT SPECIALIST

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EDUCATION

University of Illinois at Urbana-Champaign June 2025
Bachelor of Science in Media & Informatics (concentrations: Design Research and UX Design) GPA: 3.50/4.00

Related Coursework:

Videography	Editing and Scriptwriting	Typography	Social Media Advertising

TECHNICAL SKILLS

Design Tools: Figma (Expert), Adobe Creative Suite (Photoshop, Illustrator), InVision, Interactive Prototypes, Wireframing, Motion & Animation UX.
Research: User Research, Usability Testing, A/B Testing, User Personas, Synthesis.
Development: JavaScript, React Native, ReactJS, HTML5/CSS3

WORK EXPERIENCE

Siebel Center for Design | *Marketing Intern* Champaign, IL | Jan 2023 – June 2025
- Established a unified Design System and component library across iOS, Android, and Web, ensuring semantic consistency.
- Instituted weekly Design Critiques to improve organizational design quality and cross-product coherence.
- Partnered with the Director of Marketing to deliver Figma design assets for complex client campaigns.

Hope Meadows| *Product Designer* Rantoul, IL | Jan 2025 – June 2025
- Led End-to-End (E2E) redesigns for web and mobile platforms using a research-driven process to increase daily active users.
- Translated research findings into high-fidelity Figma prototypes, reducing Time-to-Task through iterative usability testing.
- Collaborated with cross-functional partners in engineering and marketing to align on design tradeoffs and product SLAs.

Illinois Design Consulting | *User Experience Designer* Urbana, IL | Aug 2022 – March 2024
- Managed Information Architecture (IA) and HCI improvements for 11 B2B/B2C clients through user-centered design sprints.
- Defined design requirements for multimodal experiences, including AI assistants, in collaboration with QA and Product Management.
- Executed the full Double Diamond process: delivering user flows, personas, competitive analyses, and wireframes.

COMMUNITY LEADERSHIP

La Casa Cultural Latina | *Conectate Leader* Urbana, IL | Aug 2024
- Fostered an inclusive environment for Latinx and underrepresented students through workshops and community-building.
- Acted as a public-facing representative, facilitating discussions and providing mentorship.

UI7's En Vivo Contigo | *Broadcast News Anchor & Motion Graphics Editor* Urbana, IL | Jan 2024 – May 2025
- Created dynamic visual content for the region's second-largest Spanish-language news network, enhancing audience connection.
- Utilized storytelling to bridge cultural connections and increase community impact.