



JULIE FROELICH

PRODUCT AND DESIGN LEADER | jjarrett.com | julie@jjarrett.com | 267.608.2226

HIGHLIGHTS

10 Years Digital Experience
Masters Degree in UX
Design and Product Leadership
Strategy and Usability Expertise

EDUCATION

M.S.
User Experience and
Interaction Design,
Philadelphia
University 2015

B.F.A.
Painting and
Printmaking,
Rutgers University
2010

Continuing
Education, Graphic
Design, Web Design,
New York University,
Spring 2011

SKILLS

Product Roadmaps
Prioritization
Experience Strategy
UI and UX Design
Product and User Research
Creative Branding
Wireframing and Prototyping
User Journey and Flows
Data Driven KPI Decisions
Data Visualization
Requirements Writing

EXPERIENCE

Scoir

Head of UX for All Consumer Facing Product Applications

March 2020 - Present - West Chester, Pennsylvania

- Lead a team of Designers and Researchers to create engaging digital products and experiences for colleges, high school counselors, and students and parents
- Own and craft a Product Design Strategy, driving culture of a usability and design-first mindset while using pattern libraries and design systems collaboratively
- Lead the user experiences from concept to final UI designs, prototypes, user flows, journey maps, and interactive prototypes, product documentation and decisions to development teams for delivery

American Savings Bank

Product Manager for Online Banking Digital Experience, Web and Mobile Apps

March 2018 - March 2020 - Honolulu, Hawaii

- Product Manager for Online Banking Digital Products, Overseeing UX, UI design and all product implementation for consumer and business web and mobile apps
- Drive product strategy, market requirements, UX research, and vision for the key digital banking initiatives, develop and present business cases for new opportunities
- Plan and prioritize the product roadmap for 2-3 years of future forecasting, responsible for product backlog, and scheduled delivery of new products and features

URBN

Product Manager for Retail Ecommerce Web and Mobile Apps

October 2015- March 2018 - Philadelphia, Pennsylvania

- Led a team of UX Designers, Product Researchers and Product Analysts to design all features for web and mobile apps for the Free People, Anthropologie, and Urban Outfitters ecommerce experience, serving over 20 million users globally each month
- Guided product strategy and all product design for new feature releases, including In-Store Pickup and Marketplace programs
- Developed annual roadmap and product lifecycles according to business goals and vision

TOOLS

Figma
Sketch
Invision
Adobe Suite
Atlassian Suite
Asana
Google Analytics
Looker
Tableau
Material Design
Github
Slack
HTML, CSS, Sass
Javascript
Keynote

Comcast

UX Designer for Ecommerce and Xfinity Digital Experiences
March - October 2015 - Philadelphia, Pennsylvania

- Provided all UI designs, user flows, journey maps, and interactive prototypes to Agile teams for concept and A/B testing for ecommerce experiences for xfinity.com
- Concepted and coordinated feature enhancement and user experience and UI design solutions for cart and checkout products
- Created interactive and responsive web experiences

eMoney Advisor

UX/UI Designer for SaaS and Marketing Websites
August 2014 - March 2015 - Conshohocken, Pennsylvania

- Visual Art Direction and UI and UX for digital marketing campaigns
- Managed style guides, pattern libraries, and launched a new in house CMS platform
- UX and UI Design for web campaigns as part of new product launches, release notes, and maintenance of emoneyadvisor.com sites and campaigns

AWeber

Web Designer for SaaS and Marketing Websites
August 2011 - August 2014 - Chalfont, Pennsylvania

- Designed new digital experiences and UX for SaaS platform for email marketers
 - Concepted and designed new email templates and launched a responsive product update
- Designed and developed digital experiences for web and paid ad marketing campaigns, social media, micro-sites, emails, and corporate website updates.

VOLUNTEERISM

Melton Center Mentors Parnership
Mentorship Leader and Strategic Partner
January 2021 - Present - West Chester, Pennsylvania

Leading a team of Mentors
Training and guiding fellow Mentors
Fundraising planning and goal setting

Bethesda Project
Collaborator and Volunteer Fundraiser Coordinator
October 2020 - Present - Philadelphia, Pennsylvania

Set fundraiser goals and strategy for in-kind donations