

TULLIE HELENE

PRODUCT STRATEGY | UX DESIGNER

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Hi I'm Tullie!

I am an Australian born, Product designer motivated in creating solutions. My method comes from a productive history in client service, hospitality and leadership functions, through a variety of roles. My ability to solve problems creatively, with kindness and compassion has allowed me to deliver innovative solutions and a richer experience to actual people and their real world problems. I experience a love for marketing, branding and content creation, in a world where people want to box you in, I am passionate about unboxing the best!

Design Skills

- UX/UI Design
- Visual Design
- User Research & Testing
- Brand Strategy & Identity
- Information Architecture
- Personas & User Stories
- Low/High Wireframing
- Prototyping
- Usability & Preference
- Testing
- Content Analysis
- Branding
- Sound Design
- Branding
- Marketing

Design Tools

- Figma
- Sketch
- Adobe Suite
- Usability Hub
- InVision
- Google Drive
- HTML
- CSS
- Javascript (Basic)
- Git/GitHub
- Pencil & pad

Related Skills

I have a strong track record in retaining and empowering client relations, staff training and business development. I am passionate about the human condition, leaving the world far better than I found it and a love for adventure.

Education

Bloc | Thinkful

User Experience Design Program | 2016

Australian Institute of Music

Bachelor of Contemporary Music | 2002 - 2006

Experience

UX Designer

Thirty Capital - Lobby CRE | 2020

<https://www.thirtycapital.com/>

- Redesigned SaaS platform to meet the needs to investors and stakeholders vision for their product.
- Align designs to business and functional requirements.
- Worked closely with Product Owners and Project managers to create epics, stories, subtasks and bugs to deliver detailed requirements, functionality, patterns and behaviours.
- Create and deploy a usable design-system utilising Figma.
- Created documentation of the product using Atlassian as our third party host.
- Supported Development and QA by providing input, guidance and recommendations.
- Review functionality and visual look & feel of implemented screens against design compositions and functional specifications.
- Provide knowledge of user interfaces best practices and standards
- Adhere to release and sprint schedules defined by product management teams.
- Design enterprise software for complex data entry and data presentation.
- Leverage established design systems while creating unique components to leverage the acceptance criteria and affordance for large data.
- Deliver concepts from whiteboard to high fidelity wireframes.
- Work closely with teams of people in-person and remotely (international), leveraging multiple communication tools for ease of accessibility.

"Tullie came in and changed the game for me. She's going to ask the tough questions so we can get the best solutions" - Nikki Shannon (NSF management)

Design & Branding Strategy

NSF Management | 2020

<https://www.nsfmgmt.com/>

- Created and built social media strategy for 4+ clients to hand off to project management after deployment
- Worked with key company stakeholders to realign branding values and messaging to foster a continuous culture of positive change and support through all levels of the company.
- Worked with Artists and their management to strategise a plan that would build upon the desired outcome of the artist brand.
- Forecast projections by researching SEOs that would optimised their audience exposure In artists/businesses target audience.
- Collaborated with all branches of the company to provide full-scope service of research, UI, UX, testing, development and education at every level to ensure branding and messaging was clear and consistent across the board.

UX Designer

Axispoint - RTYEBOX™ | 2019 - 2020
<https://www.rytebox.com>

- Conceptualise, mock, design and deliver solutions to complex workflows and data with creativity and clarity.
- Present and communicate a variety of UI concepts in response to a problem.
- Designed product as SaaS platform.
- Identify problems in the design and provided solutions with clear flow and functionality.
- Developed actionable Insights based on continuously synthesising user feedback to improve UX.
- Align designs to business and functional requirements.
- Document specifications, defining functionality navigation and interaction models.
- Create and deploy a usable design-system utilising Figma.
- Create and manage design patterns using company platforms (confluence/Jira).
- Worked closely with product managers and development teams.
- Provide input, guidance and recommendations on information architecture, QA and design.
- Review functionality and visual look & feel of implemented screens against design compositions and functional specifications.
- Maintained brand values from Logo to Style guide.
- Worked cohesively with outsourced Visual Design team to rebrand and realign brand values with brand Image.
- Developed User Personas to drive the businesses direction towards their target audience and streamline business goals with their needs and the MVP.
- Read over 20 books within 3 months on the music business and its transition through the age of the Internet as research material.

Owner

Tea by T LLC | 2013 - 2016
<https://www.teabyt.com> (No longer available)

[instagram.com/teabyt](https://www.instagram.com/teabyt)

- Managed all the day-to-day operations
- Small e-commerce site development (Shopify)
- Developed organic one-to-one (company-to-customer) relationships
- Market research and development
- Marketing - Social Media Marketing, offline marketing
- Ensured all orders were fulfilled in a timely manner (within 1 business day) which resulted in 98% customer satisfaction
- Developed and designed digital footprint through social media platforms (instagram, facebook, snapchat)
- Creating engaging content to increase reordering and new client onboarding
- Resolving customer complaints, handling issues, attending to emails and inquiries
- Receiving and filling orders
- Administrative tasks and bookkeeping
- Data entry and lead generation

Voice & Stage coach

Self Employed | 2008 - 2019

- In-depth presentation content & audience research
- Worked with singers from 3 years old to 89 to improve their vocal ability, speech impediments and train them for stage and presentations.
- Employment across 3 different nations (Australia, UK and the USA)
- Senior writing consultant on presentation content
- Lead clients in techniques that are engaging, informative and persuasive.
- Providing top quality presentations to audiences from 1 - 1,000+ pax
- Content analysis and creation for constructing client business relations

"a devoted professional who has at her command a treasure chest of tools and creative ideas..."
- James Alexander (Engineer/Student)

Projects

Muszu - Live Music events Search Engine & Locator

Blavkhaus - Muszu | 2012 - 2020 #GetOut

- Created business plan to launch mobile application as the main source of information.
- Research and development to create competitive analysis and user surveys
- Developed user personas to match the problems, needs, wants and frustrations surrounding the build out of an MVP. Defined MVP and backlog to create user stories.
- Designed style guide and a reference for designing a system that efficiently aligns with branding and messaging.
- Launched social messaging avenues to capture audience attention.
- Wrote copy for social media messaging
- Reiterated business plan and designs to meet the changing times of target audience groups.
(NOTE: This project continues)

Savoire Faire - Textiles and Visual Design

Robyn Flowers - Visual Artist | 2010 - 2020
[Savoire Faire](#)

- Sketched jewellery design and hardware for production.
- Researched and kept up to date with current social trends surrounding accessories and outer wear.
- Designed the interior of the physical location of the storefront.
- Moved on to designing website and social media platforms before handing them off to a designated team.
- Worked closely with owner to provide yearly line of new designs.

Covid Comm - Open Source Mapping/Alert Application

#CovidComm - 2020

- Research/Development and design for Google Mapping API driven application.
- Mood boarding UI for design deployment within 24 hours of core functionality being built out.
- Created flow using Figma and draw.io to communicate flow and prioritisation of data Ingestion and Information output
- Create indepth copy for Terms & Conditions and Privacy Policies surrounding Federal Legal Measures.

Portfolio - HTML | CSS | JS

Bloc | 2019

- Created personal branding and implemented preference testing for broader audience appeal
- Designed and developed website from the ground up
- Implemented SEO and google analytics
- Developed the site for mobile and desktop

"Tullie gets things done with people that I haven't experienced before. She takes the time to listen to you, and feel Included. Working with her has been one of my greater lessons as a teacher."
- Charlie Cianciolo (Blavkhaus)

Clouder - Creation of a cloud storage website

Bloc | 2019

- Developed and implemented visions for user experience for web and mobile application - 1000+ hour project-based apprenticeship
- Executed user-research, studies, surveys, interviews & competitive analysis to develop persons, user stories & user flows
- Conduct usability & preference testing, presenting findings & design work to clients & external partners for review and feedback
- Created UX/UI copy and original brand elements and rebranded existing product identities (name, logo, typography, imagery, colour scheme)

Bloc Jams - creating jQuery from Javascript

Bloc | 2019

- Created a responsive web based media player application using the jQuery framework library.

Busy Bus - Mobile app redesign

Bloc | 2018

- Sketched concept idea into final ideation
- Created user surveys, research & competitive analysis to build out initial rebuild

Craigslist - Website rebranding concept

Bloc | 2018

- Implemented UX research techniques to define current business and branding alongside competitive analysis of other market shareholders to develop new branding strategy.
- Developed a style guide for rebranding the craigslist.com website including logo, color scheme, imagery, typography and branding direction.

Notable Mentions

Scholarship Offer | UX

Facebook & Ironhack | 2019

[Project Link](#)

- Won a scholarship through assignment to Ironhack Miami for UX design
- Participated in a UX project challenge
- Designed a concept food delivery app for college students
- Deliverables: Competitive analysis, User Persona, User stories, wireframe sketches

Product Manager | Content Creator Intern

The Pop Bag | 2011-2014

- Worked with a small team to create content for physical distribution and digital media
- Identified open opportunities in the market to onboard clientele
- Collaborated with web developer to redesign website for greater client outreach, engagement and on boarding

Neurolinguistics Programming

Chris Howard Technologies | 2002 - 2009

- Studied and developed skills in NLP psychology, using tools and techniques to draw out the wants, needs and desires of people and/or their business
- Taught and incorporated NLP techniques to offer solutions that we both personally and professionally fulfilling
- Helped people uncover the underlying factors of how and why their current behaviour was fulfilling or distracting them from their goals
- Strategically design a journey that allowed people to move forward with their goals in a fashion that was realistic and achievable.

"[her] out of the box thinking and strategies, were critical for us to be able to objectively deliver content that aligned with my business and our core audience." - Pamela Craig (The POP Bag)