**Julio Arata**

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**Senior Director of User Experience - Product Design**

**UI/UX Design & Research | Business Analysis | Team Leadership | Design Systems | Brand Development | Product Management**

Results and mission-driven, self-motivated Senior Director of User Experience (UX) and Product Design and management leader with 15+ years of experience shaping market strategy, product launch, and refinement. An agent of change, skilled in developing relationships, leading cross-functional teams, driving architecture convergence, and implementing best practices in the user experience design space. A collaborative partner aligned with business goals and product strategy, driving prioritization of world-class initiatives and team direction paired with critical thinking and time management.

*Multiple-time Webby Award winner.*

**PROFESSIONAL EXPERIENCE**

**Trellix | 3/2017 – 4/2023**

**SENIOR DIRECTOR OF USER EXPERIENCE**

* Demonstrated the business value of design convergence and innovation via user insights to executive stakeholders, resulting in a 30% increase in customer satisfaction and a 25% decrease in user churn rate.
* Founded and led cross-functional teams responsible for the launch of two design systems meeting AA WCAG 2.0 accessibility and localization standards.
* Provided product management leadership, strategic counsel, collaboration, design thinking, and hands-on design with C-level internal stakeholders, product development, marketing, and engineering to leverage influencing skills to align UX initiatives with business goals and the global product roadmap, elevating the continuous improvement of the end-user experience for a 20% increase in user engagement and 15% growth in conversion rates.
* Directed and managed a team, provided coaching fostering a flexible team culture based on empathy, humility, and upward mobility aligning with the product roadmaps leveraging agile project management to consistently meet deadlines while being committed to detail oriented best practices.

**Accomplishments**

* Structured and grew a highly productive 14-member shared services team from the ground up (UX Design, Interaction Design, User Research, Front-end Development), achieving 100% product adoption of the design system and improving UX and UI delivery timelines by 83%.
* Positioned the Muse Design System and micro front-end UI product architecture tooling to become XConsole, which acted as an essential company standardization strategy reducing engineering costs and rapidly connecting legacy and new B2B and B2C products within a single navigation and information architecture.

**GE | 10/2014 – 2/2017**

**ASSOCIATE UX PRODUCT DIRECTOR (12/2015 – 2/2017)**

* Supported and drove compelling product design experiences in sync with the product roadmap and the needs of users and manage competing priorities within an internal enterprise fast-paced startup environment.
* Conducted regular and effective cross-business workshops on the continuous improvement of existing and new initiatives with executives, product owners, and engineering leaders to create internal alignment and new initiatives.
* Collaborated with C-level executives to ensure best-in-class visual standards and innovative user experiences, driving a 10% improvement in conversion rates and a 20% increase in average revenue per user, which delivered substantial revenue growth and profitability.

**Accomplishments**

* Led and managed a team of 8, delivering GE's first consumer-facing open-source design system and information architecture, resulting in a 60% improvement in design consistency and a 35% increase in user engagement.
* Provided strategic guidance, mentorship, and collaboration to drive ongoing the continuous improvement of UX product design, resulting in a 20% reduction in time-to-market for new product and features and enhancing agility to gain a competitive edge.
* Successfully led the full lifecycle for 21 new websites, e-commerce stores, B2B / B2C enterprise web and mobile applications, and initiatives for all eight GE businesses.

**LEAD UX PRODUCT DESIGN MANAGER (10/2014 – 12/2015)**

* Aligned product development, UX product design, and research with executive business and customer needs which drove a 10% improvement in conversion rates and a 20% increase in average revenue per user, boosting revenue growth and profitability.
* Articulated and defended design decisions via workshops, strategic planning sessions, wireframing, and design reviews to develop relationships with integrating product development teams and key stakeholders from concept to completion.
* Oversaw team dynamics, UX product design, interaction design, research, and front-end engineering to align products with business to streamline product workflows, build continuous improvement in process and must the needs of the users.

**Accomplishments**

* Delivered compelling product design experiences as a key member of the High Impact Innovation team, driving the successful delivery of 14 new enterprise web applications in line with the product roadmap, resulting in a 15% increase in user satisfaction ratings and a 10% growth in customer loyalty.
* Managed a team of 5 and used organizational skills to foster an inclusive culture of user-centered design thinking that enabled a 30% increase in user research participation, a 25% decrease in usability issues, and significant enhancements to the overall user experience.

**Discovery Communications | 11/2012 – 9/2014**

**LEAD UX DESIGNER (10/2013 – 9/2014)**

* Via problem solving, identified first-to-market interactive advertising products and strategic planning for key campaigns via deep market research insights technical functions.
* Designed large-scale, cross-screen multi-million-dollar interactive advertising event campaigns, resulting in increased engagement and revenue.

**Accomplishments**

* Partnered closely with the Product Design Director to collaborate and optimize Discovery Digital Media properties, resulting in a 40% increase in monetization and a 20% improvement in ad click-through rates, driving revenue growth and increased advertiser satisfaction.
* Leveraged user insights and executed innovative designs to overcome technological challenges, delivering engaging and accessible user experiences with a 25% increase in user retention.

**SENIOR UX DESIGNER (11/2012 – 10/2013)**

* Designed interactive digital video and web products, integrated ad sales solutions, rich media, gaming, and brand partnerships across all Discovery digital applications, event websites, and e-commerce experiences.
* Circumvented complex problems through integration of design, iconography, typography, color, and research, generating engaging and accessible user experiences (UX).

**Accomplishments**

* Created visual design DNA of internal UX digital ad department, focusing on client strategy and interaction design to work independently created 22 immersive applications, websites, and tentpole event campaigns.

**EARLY EXPERIENCE**

**WWE |** SENIOR INTERACTIVE DESIGNER | 10/2011 – 10/2012

**WWE |** INTERACTIVE DESIGNER I & II | 5/2008 – 10/2011

**EDUCATION & PROFESSIONAL DEVELOPMENT**

**Bachelor of Arts in Interactive Digital Design** – Quinnipiac University, Hamden, CT

**Bachelor of Arts in Film and Media Production** – Quinnipiac University, Hamden, CT

**Managing User Experience Strategy** – Nielson Norman Group, 2019

**Leading Highly Effective UX Teams** – Nielson Norman Group, 2019

**Executive Leadership Bootcamp** – FireEye, 2018

**Crotenville Executive Leadership School** – GE, 2014

**TECHNICAL SKILLS**

Figma • Splunk • Salesforce • Pendo • Adobe Creative Suite • GitHub • Airtable • Confluence • Jira • Microsoft Office Suite • Usertesting.com • Gainsight • Sketch • Atom • Visual Studio • Airtable • Trello • Optimal Workshop • Hotjar • Axure • Proto.io • Google Analytics • Balsamiq • Zeplin • InVision • Miro • Figjam • Material-UI • Bootstrap • Foundation • HTML5 • CSS3 • Responsive Design • iOS • Agile Methodologies • OKRs