

Julian Randazzo

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Experience

UX/UI Designer Sound HC	New York, NY Jul 2024 - Dec 2024
<ul style="list-style-type: none">Led the design for high-impact advertising campaigns, increasing brand engagement by 35% through cohesive visual identities across digital, print, and social media platformsEnhanced customer journey on mobile apps by introducing a more intuitive navigation system, increasing monthly active users by 40%Created wireframes, prototypes, and high-fidelity UI designs using tools like Figma, Sketch, and Adobe XD, ensuring designs are visually appealing and functionalManaged the creation of key visual assets, including 3D models, animations, etc. from initial concept through to final productionReviewed and approved final designs and renderings, providing constructive feedback to team members	
Senior Art Director Merkley & Partners	New York, NY May 2021 - Jul 2024
<ul style="list-style-type: none">Directed creative strategy for digital marketing campaigns, resulting in a +20% increase in brand awareness and improved user engagementRedesigned the user experience for a top client's website, resulting in a +15% increase in conversion rates by streamlining the purchase journey and enhancing product discoverabilityPartnered with UX researchers to conduct user interviews and usability tests, applying findings to design changes that increased account creation by +45%Led two national TV campaigns consistently maintaining high creative standards and ensuring seamless execution from concept to final deliveryCollaborated with cross-functional stakeholders, such as product & marketing, to translate business goals into intuitive user experiences	
Art Director Saatchi & Saatchi Wellness	New York, NY May 2019 - May 2021
<ul style="list-style-type: none">Conducted usability testing and refined design elements based on user feedback, resulting in a 12% improvement in usability scores and a 14% increase in user satisfactionCreated wireframes, mockups, and interactive prototypes that aligned client needs with business objectives, ensuring a seamless balance between functionality and strategic goalsExecuted 3 product launches on both global and U.S. scales, including the full-scale launch of a flagship product, driving impactful market presence and brand awarenessDeveloped and presented customized concept pitches for high-profile clients, resulting in over \$1.5M in new business and strengthening client relationshipsEstablished comprehensive style guides to ensure cohesive brand aesthetics across print and digital projects, including 3D mock-ups and packaging design renderings	

Education

ELVTR Certificate for UX/UI in Gaming	New York, NY Dec 2024 - Feb 2025
60+ hour immersive UX/UI program, covering user experience fundamentals, usability testing, and user interface design, with a focus on the gaming industry	
Syracuse University B.F.A in Communication Design	Syracuse, NY Sep 2014 - May 2018
Relevant Coursework: Econometrics, Regression Analysis, Applied and Mathematical Statistics, Object-Oriented Programming, Probability, Intermediate Microeconomics and Macroeconomics	

Skills

User Experience Design, User Interface Design, Prototyping, Usability Testing, Wireframing, Design Systems, Branding, 3D Rendering, Graphic Design, Typography, Animation, Image Retouching,	
Tools: Adobe Suite (Photoshop, Illustrator, InDesign), Figma, Miro, HTML/CSS, Confluence, Jira	