JULIAN LLOYD

Manager User Experience Research & Design

+1.404.512.1715 | Julianlloydstudio@gmail.com | Julianlloydstudio.com | Atlanta

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Summary

Innovative and impact-driven UX leader with over 5 years of experience in human-centered design, research, and strategy. Proven expertise in leading cross-functional teams to develop and implement scalable solutions for complex ecosystems. Adept at employing systems thinking, DesignOps, and ResearchOps to streamline processes and deliver actionable insights. Passionate about creating inclusive, user-focused digital tools to address real-world challenges, with a deep commitment to public health and civic technology.

Experience

CAQH — Washington, DC (Remote)

Manager UX Research - Innovation & Growth — 09/2023 - Present

• Spearheaded UX research and strategy for reimagining CAQH's B2B product portfolio, addressing pain points for providers, healthcare organizations, and healthcare groups.
• Designed and led a multi-phase primary research study to uncover user needs, driving enhancements in data interoperability and accessibility for healthcare products.
• Partnered with product and engineering teams to deliver modern, user-centric design solutions, improving operational efficiency and reducing customer friction.
• Championed DesignOps initiatives, optimizing team workflows and improving collaboration across product, engineering, and design teams.
• Established success metrics to monitor user impact, guiding iterative design processes and ensuring alignment with strategic goals.
• Mentored and led a team of researchers and designers, fostering a culture of innovation and continuous improvement.

User Experience Researcher & Designer - Strategic Product Management — 10/2022 - 09/2023

• Leveraged user centered design principles to lead UX design & research teams to redesign our Provider Data Product Portfolio.
• Conducted qualitative and quantitative research and data analysis from user interviews, surveys, and usability studies with healthcare professionals
• Design and present research findings and design iterations to senior management and executive team members

Pro Tailorz — Atlanta, GA

Founder & Lead Product Designer — 11/2021 - 10/2023

• Developed and executed mobile app strategy by conducting user research to define target audiences and address existing user pain points.
Led the end-to-end design of an iOS mobile app, using user research and design thinking to create solutions for unique customer pain points.
• Conducted market research, including SWOT analysis, to inform product positioning and strategy.
• Developed a cohesive design system and brand identity to ensure consistency across all digital assets.

The Joy Gram
Atlanta, GA

Founder & Lead Experience Designer
05/2020 - 10/2022

• Spearheaded market research initiatives to establish the brand concept, define the target audience, and determine market sizing, ensuring alignment with business objectives and market trends
• Led the development of the brand identity by devising visual design solutions for products and services, ensuring consistency and resonance with the brand concept
• Implemented Lean UX Design principles to craft the company website and optimize user flow for service booking, enhancing user experience and facilitating conversions
• Oversaw daily operations, driving business growth through vendor management, client relationship building, product development, inventory control, team leadership, and social media engagement.
• Created compelling brand messaging and copy for social media and website platforms, driving audience engagement and achieving brand consistency.

Basic Resources
New York, NY

Manager, Design Operations- Product Management
12/2018 - 01/202

• Managed the development of a web-based design operations platform, streamlining workflows for 1,700+ products.
• Reduced production errors by 15% within the first year of implementation through process optimization and collaboration with cross-functional teams.
• Led DesignOps initiatives to prepare the organization for seamless remote operations, enhancing team efficiency.

Education

Fashion Institute of Technology New York, NY
International Trade & Marketing

Fashion Institute of Technology New York, NY
Fashion Design
Polimoda, Florence, Italy (Fashion Design)

Georgia Southern University Statesboro, GA
Fashion Design Date period

Training / Courses

Google User Experience Fundamentals Design Certification Google	(2021)
Foundations of Data Analytics Linkedin	(2024)
Product Management Professionals Linkedin	(2024)
AI Prompt Engineering for ChatGP4 Ongoing	(2024)

Skills

• Product Presentation • Design Thinking • Figma • Human Centered Design • Lean UX • Market Research • Product Management • Product Roadmap • Product Strategy • Basic HTML • Basic CSS • Basic JavaScript • Stakeholder Management • SWOT Analysis • Team Leadership • User interviews • User personas development • User research • User Testing • UX Research • Wireframing • Rapid prototype design