

Juliana Hawkinson

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EDUCATION

Mercer University, School of Engineering

Bachelor of Science in Technical Communication, Concentration: UI/UX

Cumulative GPA: 3.438/4.0

Dean's List: Spring 2018, Spring 2020

Macon, GA
September 2022

PROJECTS

[Web Design and Usability Portfolio-2022](#)

[Hometown Project](#)

[Las Guitarras Mexican Grille-Official Website](#)

WEB DEVELOPMENT/DESIGN

Starting Gate Marketing

October 2022-current

- Title: Manager of Quality Control (QC), Web Developer/UX/UI
- Reported to Steve Crayne, Owner
- Working with 9 clients (either current or upcoming)
- Streamlined and enhanced the process for client intakes by converting a Google Doc intake form into a Google Form with marketing colors and logo
 - Added company colors using Color Zilla and company website
- Created a total of 4 QR codes- 3 of them are color enhancements to the original QR code
- Created and updated forms through Wix Forms (so far 3 websites)-added text, phone number, and radio button fields to one of the forms
- Created Wix Lightboxes for employee's bio
- Developed presentation slideshow through Wix's Video and Image Slider Gallery
- Inserted, edited and designed FAQs in Fenway for Friesian Horses using Wix FAQ feature

The Nine, LLC.

May 2022-August 2022

- Reported to Billy Swift, Development Director
- Addressed accessibility through alt text on each page assigned to me; last client had 25 pictures over 5 pages
- Responded and updated websites based on clients' requests through FreshDesk
- Developed 13 client's websites in 10 weeks through Caboose based on design documents from the Design Team
- Collaborated with development team on various clients' webpages through Caboose
- Learned ClickUp-project management software in 5 weeks
 - Sending tasks
 - Creating subtasks
 - Attaching images
 - Setup notifications
- Edited a webpage's SEO settings through Sublime Text Editor and using the information on Google Sheets

Per Diem Markets

Spring 2021

- Translate insights into website and its design, layout, and usability through one-on-one interaction with store owners and indirect interactions through official web designer through emails and between the store owner.
- Improve usability through clickable links, buttons, and the auto-scroll feature through squarespace.
- Improve web design through banners, headers, bulleted lists, images, and typography.

Guitarras Mexican Grill

Spring 2020

- Translate insight into a product's direction by combining Facebook and Instagram images and Instagram profiles into the website.

- Became the official website for Las Guitarras. Before this project, everything was through Facebook and Instagram.

UX Research

Spring 2022

- Worked with Dr. Philip Gallagher on UX Research.
- Created and launched an A-B testing project-recruited students through the guidelines in CITI training and assessed the design of 2 recruitment posters-M.S. in TechComm and B.S. in TechComm.
- Gathered data through GazePoint Analysis and GazePoint Control software and Google Survey.
- Worked on a speak-aloud protocol report-transcribing data from user's comments-accepted to Corridors (see Web Design and Usability Portfolio-2022 for more information)

CERTIFICATIONS

- **CITI-Undergraduate-SE-Social Behavioral Education; SE-Responsible Conduct of Research**