

Julian Celaj

PRODUCT DESIGNER

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SUMMARY

Versatile and experienced UX/UI Designer seeking to leverage comprehensive design expertise, cross-functional team leadership, and passion for user-centered design in a challenging role.

EXPERIENCE

Blue Cross Blue Shield of MI

Senior UX/UI Designer

Jan 2019 - May 2023

BCBSM is a leading enterprise health insurance provider serving millions of residents in Michigan and beyond.

- Led product design process from research to delivery for 4 internal web applications, saving millions in cost and improving customer service.
- Redesigned the 2019 primary corporate objective: the registration flow. This revamp saved millions by substantially reducing completion time and cutting user abandonment during registration by over 140%.
- Revamped the UX/UI of the AI-powered chatbot, enhancing the conversational UX, resulting in a significant reduction in user complaints and confusion.

WFS

UX/UI Designer

Oct 2013 - Dec 2018

A medium-sized industrial tools company that sells products across Canada.

- Led redesign of a website into a 200K+

product eCommerce platform, boosting millions in revenue.

- Improved UX by conducting surveys, user research & heat map analysis.

SceneDoc (formerly mobileCSI)

Art Director

Sep 2012 - Oct 2013

A Canadian SaaS startup specializing in lawtech apps for iOS and Android.

- Planned, strategized, and executed application design as the sole designer in a team of programmers for their iOS/Android application.

SKILLS

User research, user-centered design process, user flows, wireframes, personas, user interface design, interaction design, visual design, design systems, proficient in WCAG, HTML, CSS, responsive design for web and iOS/Android applications, & cross functional team leadership.

TOOLS & TECHNOLOGIES

Adobe Suite, Axure, Figma, Sketch, InVision, Maze, Usertesting.com, Optimal Workshop, Optimizely, Google Forms, Jira, Confluence, SaaS, VS Code, Bootstrap.

EDUCATION

Bachelor's in Graphic Design
St. Clair Center of the Arts, 2009 - 2012