

Julia Rosner

Product designer

A designer with agency and product experience working on design systems, e-commerce, membership and ticketing journeys, as well as classes and other educational offerings.

01

Experience

Designer After Digital

May 2021 – Present

- End-to-end design lead for a new marketing site and purchase path for the Roundhouse, London
- Designed a new purchase path for The Old Vic
- Led discovery for a new marketing site for deDoelen, Rotterdam, in partnership with Dutch CMS Peppered
- Developed a new design system for the CMS of the agency's own purchase path product, Skyway
- Initiated and championed new approaches for a number of major internal processes, namely around documentation and testing

Junior Designer After Digital

Nov 2019 – May 2021 (1yr 7mos)

- Supported and worked on all project stages from pitching for new work to discovery workshops, user research, wireframing, design, testing and handoff
- Held webinar on achieving user delight through design
- Initiated and designed agency's own video streaming platform—AD Presents—geared toward arts & culture sector, earning me a BIMA 100 spot

Inspiring Digital Leaders Intern TRC/BIMA

Jun 2019 – Nov 2019 (5 months)

- Spent a month each at five digital agencies, learning about a different discipline at each: UX design, front end development, marketing, branding & copywriting, and client services

02

Education

University of Glasgow 2015–19

MA (Hons) Digital Media & Information Studies and History of Art (1.i)

03

Achievements

BIMA 100 2021

Category Creatives & Designers

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Specialty knowledge

Purchase paths/e-commerce

Researched user journeys concerning ticket- and membership purchases, donations, account management and loyalty schemes.

Ticketing

Familiar with various ticketing CRMs (such as Tessitura) and venue-specific intricacies around seat maps, memberships and access schemes.

Arts and culture sector

Familiar with the varying needs and concerns of cultural organisations as determined by geographical location, size of organisation, charitable status and digital offering range.