

Julia Rosner

I specialize in translating complex business and user problems into crisp, high-impact solutions. I have a proven ability to diagnose and solve high-friction user flows, directly driving key metrics such as doubling Day 7 retention and achieving a 16% uplift in conversion. I thrive on using impeccable craft and data-informed storytelling to align cross-functional teams and move business goals forward.

Warner Music Group

Product designer

Apr 24 – Feb 26

- Diagnosed and solved high-friction onboarding flows, directly doubling Day 7 retention and driving a 16% uplift in ticket clicks
- Achieved significant gains, including doubling a key metric, by identifying and implementing low-effort, component-level changes
- Leveraging existing code and resources to solve complex user problems and maximize business impact
- Used impeccable craft and storytelling to align cross-functional stakeholders on high-impact design solutions for activation and conversion
- Contributed to a ~40% engineering efficiency uplift through component governance, ensuring that growth experiments remained scalable across platforms

After Digital • later: Culture Suite

Context: In Dec 23, After Digital merged with the CMS company Peppered to form Culture Suite.

UX Designer

May 21 – Apr 24

- Led the end-to-end design for major European and international cultural venues, shipping optimized marketing sites and purchase paths that prioritized user conversion and transactional ease
- Redesigned the primary checkout and booking flows for The Roundhouse and The Old Vic, focusing on reducing friction and maximizing seat/ticket sell-through
- Drove the brand positioning and strategy for the Culture Suite merger, successfully transitioning the business model from a service-based agency to a scalable, revenue-generating SaaS platform
- Standardized booking patterns across international clients to ensure platform-wide resilience and consistent user performance during high-traffic sales cycles

Junior UX Designer

Nov 19 – May 21

Education

University of Glasgow

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

Skills & methodologies

- Conversion Rate Optimization (CRO), A/B testing and experimentation, activation and retention strategy, and monetization design
- User journey mapping, quantitative data analysis, diagnosing high-friction flows, and usability testing
- Front-end coding skills, driving engineering velocity, AI-assisted prototyping/visionware
- Figma, advanced prototyping, and data-informed cross-functional storytelling
- Fluent in English and German