

## Contact

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(Portfolio)  
[julietakleven.com/](http://julietakleven.com/) (Portfolio)

## Top Skills

UI Designer  
Quantitative Research  
Qualitative Research

## Languages

Russian (Full Professional)  
French (Professional Working)  
Romanian (Native or Bilingual)  
English (Native or Bilingual)

## Certifications

Welcome To Codecademy Course  
Learn CSS Course  
Learn HTML Course  
Choosing a Programming Language Course

## Honors-Awards

Martisor Moldovan Festival-  
Honored Guest  
Marie Claire Magazine  
LATTC Winner- Menswear, &  
Swimwear  
Winner of the Wearable Art Contest

# Julieta Kleven

Product Designer @ Colgate-Palmolive | UI/UX, Research  
Crestview, Florida, United States

## Summary

I am a Product Designer at Colgate-Palmolive with over a decade of experience in creating seamless, intuitive, and visually captivating designs for mobile applications and websites. My expertise lies in UI/UX design, where I blend creativity with technical finesse, using Figma as my primary tool. I specialize in the pet care sector, where I have contributed to the revamp of the HillsToHome Vet Portal and the Pet Parent Portal, enhancing the user experience for veterinarians and pet owners alike.

Beyond the visual realm, I excel in qualitative and quantitative research methodologies, ensuring that every design decision is grounded in insights. I also align design with overarching brand strategies, contributing to comprehensive marketing campaigns. Additionally, I foster a collaborative environment, empowering team members to share their unique insights. This philosophy has been instrumental in successful collaborations with industry giants, where I have played a key role in elevating brand identities. My design philosophy revolves around creating experiences that transcend the ordinary, where aesthetics enhance usability. Design, for me, is a dynamic conversation between the user and the digital interface, and I strive to make every interaction meaningful.

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## Experience

### Aquent

#### UI Designer

July 2021 - Present (2 years 10 months)

United States

Thriving at Aquent for over 2 years has been an absolute joy! It's an incredible agency with a fantastic team spirit. The collaborative atmosphere fosters creativity and innovation, making each day a fulfilling journey. Grateful for the enriching experience and the vibrant team morale that defines Aquent's dynamic work culture.

## Colgate-Palmolive

Product Designer with focus on UX and UI

July 2021 - March 2024 (2 years 9 months)

United States

Joining the HillsToHome team has been incredible. The Vet Portal's website revamp allowed me to enhance the user experience for veterinarians. Simultaneously, the redesign of the pet parent portal provided insights into making pet care seamless. Revamping the UX for veterinarians involved optimizing the interface, streamlining navigation, and enhancing overall efficiency. The pet parent portal redesign focused on creating an enjoyable experience. The fusion of creativity and functionality, coupled with a collaborative team spirit, adds excitement to every design decision. Witnessing positive impacts on professionals and pet owners is fulfilling. This project at HillsToHome has not only been professionally rewarding but has also integrated pet care into my daily life, showcasing the impact of thoughtful design on user experiences.

## Halcyon

Senior UX Designer

February 2022 - June 2022 (5 months)

New York, United States

Embarking on a transformative journey at Halcyon, I immersed myself in a dynamic collaboration with the head designer, dev team, and the business department. In the fin-tech sector, my role extended beyond conventional design. Applying a nuanced blend of creativity and analytics, I crafted meticulous mockups that harmonized aesthetics with business metrics.

My proficiency in the Figma platform became a cornerstone, enhancing workflow efficiency and elevating collaborative efforts. However, the real gem of this experience was the privilege of working with an extraordinary team—a collective force that fueled innovation and made every project an exhilarating endeavor.

Beyond design aesthetics, I delved into the intricacies of business metrics, translating company goals into a compelling digital user experience. This holistic approach ensured that every design decision resonated with the overarching objectives, aligning seamlessly with the unique demands of the fin-tech industry.

Communication, collaboration, problem-solving, and an unwavering attention to detail were at the core of my responsibilities. This multifaceted role demanded a comprehensive skill set, where each element played a vital role in the successful execution of design projects.

In the realm of UX, I took on the challenge of research, closely collaborating with the product team to uncover critical insights. This proactive approach not only ensured that our designs were visually appealing but also rooted in user-centric data, enhancing the overall user experience.

My tenure at Halcyon wasn't just a professional milestone; it was an enriching chapter where my skills were honed, and my contribution had a meaningful impact. The collaborative synergy, creative exploration, and alignment with business objectives made every day a rewarding experience.

## Reibus

### Design System Lead

March 2022 - May 2022 (3 months)

Atlanta, Georgia, United States

Crafted a comprehensive Design System in Figma, meticulously linking components to mockups. This unified diverse experiences, ensuring visual cohesiveness within the ecosystem. Established typography, buttons, breadcrumbs, and iconology pages for consistency. Beyond design, owned product strategy, executing designs, and overseeing operations and technology—a role that seamlessly blended creativity, strategic thinking, and technical acumen.

## ai4Govt

### Design Systems Lead

October 2021 - December 2021 (3 months)

United States

Thrived at ai4Govt, a dynamic government-focused startup. Privileged to collaborate with a motivated, talented team, contributing to the innovative strides in the government sector.

## amaraREPS

### UI Designer

March 2021 - July 2021 (5 months)

United States

From crafting compelling user experiences and interfaces to developing impactful ads and social media content for Amarareps' clients, I reveled in the collaborative energy of this exceptional team. My projects spanned the creation of a vendor and user platform for ChillHounds, dynamic webpage designs for DOPE CFO, NACAT, TaimeOut, and Spotless Cleaning Chicago. Each venture was a testament to the diverse and enriching experiences woven into my journey with Amarareps.

### FixMyCar

#### UI Designer

March 2021 - June 2021 (4 months)

United States

Thrived in a startup with immense potential, where I had the privilege of contributing to the design team for FixMyCar's platform. Leveraged Figma and UI/UX expertise to enhance the user experience and shape the platform's design. A fulfilling experience with limitless opportunities for growth.

### Creative27 LLC

4 years 8 months

#### User Experience Designer

September 2018 - March 2021 (2 years 7 months)

Las Vegas, Nevada, United States

- Designed intuitive UI/UX for mobile, tablet, and web products
- Collaborated seamlessly with marketing and development teams
- Ensured usability, accessibility, and modularity in design approach
- Conducted quality assurance checks for digital products pre and post-launch
- Contributed across the entire lifecycle, from conceptualization to post-launch refinement

### Sr. Project Manager Mobile/ Tablet/ Web/TV

August 2016 - March 2021 (4 years 8 months)

Greater Los Angeles Area

### heycollab

#### User Interface Designer

January 2017 - March 2021 (4 years 3 months)

Los Angeles, California, United States

- Assisted in early-stage research and design for website, desktop, and mobile platforms, producing UI and UX designs
- Organized a comprehensive range of marketing and social media materials

- Collaborated with the marketing and development teams to craft usable, accessible, and modular designs
- Engaged in global marketing efforts, attending Tech Conferences in Lisboa, Portugal; Hong-Kong, China; and Toronto, Canada, spanning three continents
- Took charge of managing the online response team for customer care and conducted quality control for released digital products, ensuring a seamless user experience

## h Club Los Angeles

### Project Manager

January 2017 - January 2020 (3 years 1 month)

Los Angeles, California, United States

- Coordinated, planned, and managed client-internal team communication
- Collaborated closely with the design team, contributing to digital mockups and graphics creation
- Worked in tandem with the development team, assisting in quality assurance for mobile and web properties

## WONET- telecommunications

### Computer Graphic Designer

November 2016 - September 2017 (11 months)

France

At Wonet, I orchestrated a dynamic social media marketing strategy and curated digital content tailored for the European market. My role involved setting up and managing various marketing platforms, overseeing social media channels on Facebook, Instagram, Twitter, and LinkedIn.

In collaboration with the marketing and development teams, I contributed to the creation of user-friendly, accessible, and modular designs. This multifaceted approach aimed to enhance the overall user experience and align the design with the company's objectives.

In the realm of digital content creation, I consistently developed engaging materials to expand the follower base and elevate brand awareness. This strategic effort was integral in fostering a robust online presence and enhancing the brand's visibility in the European market.

Furthermore, I took charge of managing the Customer Care Online Response Team, ensuring swift and effective responses to customer inquiries. This

holistic role allowed me to contribute significantly to the overall marketing strategy, digital content creation, and customer care initiatives at Wonet.

### California College Guidance Initiative

User Experience Design Specialist

September 2016 - 2017 (1 year)

Los Angeles, California, United States

- Crafted responsive UI/UX designs for CCGI's new web experience, ensuring an optimal user interface across devices
- Developed comprehensive branding and identity collateral, including impactful logo design and extended branding imagery

### Julieta Kleven Designs

3 years 6 months

Red Carpet Gowns

April 2013 - June 2016 (3 years 3 months)

Hollywood California

Julieta Kleven creates impeccable gowns for red carpet events across Hollywood. She works exclusively with those who are looking to look fabulous for their red carpet walk.

Wedding Dresses

February 2013 - June 2016 (3 years 5 months)

Los Angeles California

Julieta Kleven creates one of a kind wedding gowns for glowing brides across the country. Her work is detailed and romantic, highly desired amongst brides to be.

Avant Garde Fashion

January 2013 - June 2016 (3 years 6 months)

Los Angeles California

Julieta Kleven has been working with Avant Garde styles since she has been in fashion. She has a niche in this part of the industry and loves to work with this particular style.

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## Education

Creative27 Academy

UI/UX Designer, Graphic Design · (2018)

LATTC

Certificate, Fashion/Apparel Design and Pattern Making · (2011 - 2013)

California Southern University

Bachelor's Degree, International Business · (2010 - 2011)