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Top Skills

Design
UID
competitive 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 How to Use AI for Coding Course
Learn HTML Course
Choosing a Programming Language Course

Honors-Awards

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

Julieta Kleven

Senior UX/UI Designer | Expert in Design Systems, Prototyping & Research | Transforming User Experiences in SaaS & Digital Platforms
Pocatello, Idaho, United States

Summary

I'm a UX/UI designer with nearly a decade of experience transforming user experiences across industries, from SaaS and e-commerce to social and entertainment. My journey has taken me from working with innovative digital agencies to leading impactful projects at companies like Colgate-Palmolive and Halcyon, where I specialized in user-centered design, research, and strategy.

As a Product Designer at Colgate, I enhanced the user experience for the HillsToHome Vet and Pet Parent Portals, streamlining processes and creating intuitive, engaging interfaces that make a real difference for pet owners and veterinarians. At Halcyon, I partnered with cross-functional teams to design fintech solutions that balanced user needs with business metrics, ensuring both beauty and functionality. My recent roles have allowed me to lead in the development of cohesive design systems, working hands-on with tools like Figma, Adobe XD, and Sketch to deliver modular, scalable solutions that meet high standards for usability.

Driven by a commitment to data-backed decisions, I thrive in roles where research and design come together to create meaningful user experiences. My goal is to continue growing as a designer and innovator, taking on projects that challenge and inspire me.

Let's connect if you're interested in discussing opportunities or collaborations! Feel free to check out my portfolio for a deeper look into my work.

Experience

Freelance
Senior User Interface Specialist
September 2024 - Present (8 months)

Worked on the agency web redesign project at OneSpring, collaborating with a talented team to create a visually appealing and user-friendly website.

Colgate-Palmolive

Product Designer with focus on UX and UI

July 2021 - March 2024 (2 years 9 months)

United States

- Revamped the Vet Portal's UX for HillsToHome, enhancing the user experience for veterinarians through optimized navigation, streamlined interface, and increased efficiency.
- Redesigned the Pet Parent Portal, crafting an intuitive, enjoyable experience that supports seamless pet care and enhances user engagement.
- Balanced creativity with functionality, bringing a user-centered, collaborative approach to design that resulted in a positive impact for both pet owners and veterinary professionals.
- Integrated insights from user research into every design decision, aligning the portal's experience with user needs and Colgate's brand strategy.
- Found fulfillment in impactful design, seeing firsthand how thoughtful design contributes to the well-being of pets and the daily lives of pet owners.

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

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)