

JULIEN FERRIER

Product Designer • UI/UX Designer • UI Developer

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San Diego, CA 92037

SUMMARY

Web Designer, Product/UI Designer, and UI Developer with 4-plus years of experience and a Master's in Computer Science. I design and ship high-quality websites, scalable UI systems, and conversion-focused digital products combining visual craft, UX clarity, and engineering literacy to deliver polished, technically realistic experiences.

Delivered hundreds of mockups, complex web solutions, apps, full Webflow builds, and system-level design work across tech, e-commerce, real estate, medical practices, and hospitality. I bridge design and implementation through clear documentation, collaboration on API-driven features, and close partnership with marketing, product, and engineering to enable fast iteration and measurable impact.

SKILLS

Web & UI: Webflow Development, Responsive UI, Component Systems, Landing Pages, Interaction Design, Conversion-Focused Design

Design: UI/UX Design, Wireframing, High-Fidelity Mockups, Visual Systems, Creative Problem-Solving

Technical: HTML, CSS, JavaScript, NodeJS, PHP, SEO (Advanced), GCP, Web Performance Optimization, DOM Behavior

Tools: Figma, Webflow, Adobe CC, GA4, Prototyping Tools, AI-Assisted Design

Collaboration: Engineering Partnership, Marketing Alignment, Cross-functional Workflows, Async Communication

Mindset: Systems Thinking, Detail Orientation, Rapid Ideation, Visual Craft, Ownership Mentality

WORK EXPERIENCE

Global Digital Media • San Diego, CA

May 2024 - Present

Brand & Product Designer

Led end-to-end Webflow projects from strategy to launch, building high-performing websites, scalable UI systems, and polished visual experiences across real estate, lifestyle, and tech. Partnered closely with marketing, founders to drive clarity, consistency, and measurable conversion impact.

- Designed and shipped 200+ Figma wireframes and high-fidelity mockups across complex marketing flows and product surfaces.
- Built modular UI systems and reusable Webflow components increasing design-to-development speed.
- Created landing pages, hero concepts, and brand visuals aligned with audience positioning and conversion goals.
- Implemented performance-optimized Webflow builds improving SEO, accessibility, and load times.
- Collaborated with marketing teams on messaging hierarchy and cross-channel creative alignment.
- Partnered with engineering to ensure clean, predictable implementation across responsive breakpoints.
- Produced brand storytelling assets for luxury and high-impact audiences, elevating visual consistency.

Electriduct • Pompano Beach, FL

May 2023 - May 2024

Product & UI Designer (Contract)

Owned the full redesign and rebuild of a 30k monthly visitors e-commerce platform, creating responsive layouts and reusable components for a 1,000-plus item catalog.

- Refined the visual identity across key surfaces, increasing clarity and brand cohesion.
- Created responsive UI layouts and systemized components for consistent behavior across devices.
- Implemented reusable design patterns accelerating collaboration with engineering.
- Produced visual documentation improving alignment between design, engineering, and business teams.
- Strengthened consistency across hundreds of product pages in a high-SKU context.
- Delivered e-commerce UI improvements that enhanced visual clarity and content discoverability.

Integrated Computer Solutions (ICS) • Waltham, MA

Feb 2022 - Feb 2023

Product / UI Designer (Contract)

Redesigned, built, and deployed a Samsung hotel kiosk integrating barcode scanning and real-time pricing via Oracle Opera OHIP, enabling check-in/out in <2 minutes. Delivered clear, system-driven UI across complex, multi-platform interfaces.

- Designed and built high-fidelity Figma UI for the Samsung hotel kiosk, delivering a full redesign under strict visual and functional requirements.
- Strengthened system-level patterns, spacing rules, and reusable UI components across platforms.
- Partnered with engineers, project managers, Oracle Opera/OHIP teams to ensure accurate real-time pricing integration and smooth kiosk flows.
- Delivered polished, scalable UI that improved clarity, speed, and usability across complex hotel check-in operations.

Viaxoft • Marseille, FRANCE

Apr 2020 - Aug 2021

Product Designer

Designed cross-platform UI systems for a travel-tech product serving 700+ users. Created reusable components, detailed mockups, and visual guidelines improving product consistency.

- Produced 40+ detailed screens with consistent patterns and visual systems.
- Built reusable design components improving collaboration and iteration speed.
- Created documentation enabling stronger alignment between design and engineering teams.
- Contributed to a scalable product design system used across multiple user roles.
- Improved UX clarity with structured layouts, visual hierarchy, and refined interactions.
- Supported product storytelling through clean visual communication with stakeholders.
- Strengthened overall product usability by standardizing behaviors across platforms.

EDUCATION

Master's Degree in Computer Science

Sep 2017 - Dec 2022

Epitech • Paris, France

Associate's Degree in Computer Science

Sep 2015 - May 2017

College Paul Sabatier • Carcassonne, France