

# Julie Carver

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## About

I'm a seasoned product design and user research lead with deep expertise in crafting B2C and B2B mobile applications and digital experiences. My superpower lies in inspiring teams to dream big, think boldly, and transform ideas into innovative, data-driven, human-centered experiences that make a real impact. I've partnered with Fortune 500 giants like Victoria's Secret, Procter & Gamble, and nimble health tech and edtech startups. Having worked both agency-side and in-house, I bring an agile mindset, seamlessly balancing outcomes, deadlines, and the evolving demands of technology.

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## Contact

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📍 Denver, CO

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## Skills

- Product Design & Strategy
- Team Building & Mentorship
- Human-Centered Design
- Data-Driven Insights
- Systems Thinking
- Prototyping & Testing
- User Research & Personas
- Content Audits & Strategy
- Holistic Product Development
- KPI & Outcome Development
- Strategic Planning
- Digital Marketing Strategy
- Strategic Planning & Execution
- Customer Journey Mapping
- Creative Direction

## Work Experience

### ASSOCIATE VICE PRESIDENT OF UX AND DIGITAL PRODUCTS

*Victoria's Secret | Denver CO | January 2022 - August 2024*

Elevated digital experiences to enhance customer engagement by implementing wellness-driven, user-centric strategies that, streamlined shopping experiences, and introduced features designed to drive conversions and simplify the customer journey. Defined a robust product vision and customer journeys to scale within a billion-dollar global eCommerce ecosystem.

- Contributed to double-digit YOY growth and a company-best #2 ranking by Gartner by introducing market-defining products, including AI-generated personalized recommendations, visual search, wishlist functionality, save-for-later, virtual fit, and a home try-on subscription.
- Drove record-breaking customer retention by redefining the loyalty experience, seamlessly integrating loyalty benefits across digital and physical channels. Spearheaded the launch of a native shopping experience and digital community within the VS and Pink iOS and Android applications.
- Developed a customer-centered design system that optimized engagement and conversion across the digital shopping journey, cutting QA cycles by 25% and improving speed-to-market.

### DIRECTOR OF USER EXPERIENCE DESIGN AND RESEARCH

*Bass Pro and Cabela's | Denver CO | November 2019 - January 2022*

Delivered double-digit growth in conversion rates by leading a e-commerce, website and mobile application UX/UI redesign that prioritized user needs and simplified checkout and loyalty interactions. Eliminated cross-functional friction to accelerate growth across eCommerce, mobile, and retail channels.

- Enhanced customer engagement by optimizing the CLUB loyalty program, introducing features that enabled users to easily track and redeem rewards, fostering long-term wellness and financial confidence.
- Directed a comprehensive UX/UI redesign of the brand's digital ecosystem, including websites, mobile apps, and SaaS platforms, ensuring seamless functionality and alignment with customer journeys within tight deadlines.

## Achievements

### *Speaker:*

Experience Design Conference

“Quant, Qual & Generative Research.

When to Pitch What, Top

Challenges & Quick Wins”

The New School

“Research that Drives Innovation”

### *Awards:*

AIGA Design Innovation

Ana Business Marketing B2

### *Mentor:*

AIGA

Boulder Digital Works | CU

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## Education

### **BFA, ADVERTISING DESIGN**

Syracuse University

## Work Experience

### **CREATIVE DIRECTOR**

*9th Wonder Global Agency | Denver CO | November 2018 - November 2019*

Drove growth and deepened customer connections for brands like Budweiser, Quiznos, Arrow Electronics, Niman Ranch, and Barefoot Wines by delivering compelling digital experiences, cohesive brand storytelling, and targeted web, mobile, and broadcast campaigns.

- Enhanced user retention and engagement for clients such as Budweiser and Niman Ranch through cohesive mobile application and website redesigns that elevated brand awareness and achieved a 5-10% increase in conversion rates.
- Spearheaded cross-platform product development for mobile and web, creating impactful loyalty programs and checkout flows that reduced churn and improved NPS scores.

### **CREATIVE LEAD/DESIGN MANAGER**

*Ping Identity | Denver CO | November 2015 - November 2018*

Ensured the success of mission critical company rebrand, with key contributions across all digital marketing campaigns and all mobile, web and SaaS properties. Built and scaled a highly collaborative, product-centered team.

- By the numbers: 6.4% increase in sales conversions, 4.3% improvement in digital campaign conversions, 23% gain in event attendance, a 42% reduction in site exit rate and 15-point increase to NPS score due to internal client application enhancements.

### **LEAD PRODUCT DESIGNER**

*Sportslabs | Boulder CO | March 2015 - November 2015*

Pioneered mobile applications and websites addressing the deepest needs and concerns of clients like the NBA, University of Texas, USA Rugby, University of Oregon, East Coast Conference, West Coast Conference and Ivy League - with transformative results in areas like customer loyalty.

### **DIGITAL DESIGN LEAD/CREATIVE MANAGER**

*Gaia Streaming Platform | Denver CO | November 2012 - March 2015*

Spearheaded the revitalization of Gaia’s rebrand and the launch of its digital streaming subscription service, aligning design strategies with mindfulness and wellness principles to position the platform for sustainable success in a competitive market.

- Achieved measurable impact: Boosted user engagement and conversions by 5.4%, surpassing annual customer acquisition targets by 23% through thoughtfully crafted user experiences that resonated with wellness-focused audiences.

### **PRIOR EXPERIENCE**

Senior Interactive Art Director for Integer (2011-2012) and Senior Designer for Diadeis GSG Marketing Solutions. Consulted on an independent basis through Julie Carver Designs 2010-2022 for media, health tech SaaS, Shopify e-commerce, architecture and wellness companies.