

Julia Ebwelleson

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EDUCATION

The Pennsylvania State University

*Bachelor of Science in Human-Centered Design and Development,
Minor in Digital Media Trends and Analytics*

Expected Dec 2027

GPA: 3.19

Awards/Honors: Bunton-Waller Merit Scholarship

Relevant Coursework: UX Research, Usability Testing, Cognitive Psychology, Data Analytics, Prototyping, Wireframing

TECHNICAL SKILLS

Programming Languages: Java, Python, HTML, SQL

Software: Figma, Miro, Canva, Mixpanel

Certifications: Microsoft Fundamentals of UI/UX Design, Accenture Digital Skills: User Experience

WORK EXPERIENCE

Luv or Pop

Remote

Product Design & UXR Intern

June 2026 – Present

- Conducted 4 semi-structured interviews (30–45 min each) across distinct user cohorts (active, lower-engagement, show-connected), recruiting from a pool of 282 contacted users to ensure directional coverage beyond a single user type.
- Synthesized interview data via affinity mapping into 6 prioritized product themes, translating qualitative patterns into a cross-functional roadmap input shared with Product, Design, Engineering, CS, and Marketing.
- Identified an emerging trust insight: inconsistent profile information undermined users' confidence in the dating experience, reframing the issue from a verification concern to a broader information-integrity problem.

HAX at Penn State

University Park, PA

UX Design Intern

February 2026 – April 2026

- Redesigned core web user flows through wireframes and high-fidelity prototypes in Figma, simplifying multi-step interactions and improving overall task efficiency.
- Partnered with engineers, designers, and project leads to iterate on product features, translating feedback into refined UX decisions and implementation-ready designs.

PROJECTS

LionCash Redesign (Figma, Figma Make)

Coatesville, PA

UX Researcher & UX Designer

May 2026 – July 2026

- Conducted a heuristic evaluation of Penn State's LionCash deposit flow, identifying core usability issues in visual hierarchy, error recovery, and user control.
- Redesigned the end-to-end deposit experience, from low-fidelity wireframes to a high-fidelity Figma prototype, within Penn State's brand and technical constraints.
- Validated the redesign via comparative usability testing (4 participants, task-based), measuring a 62.5% reduction in self-reported frustration.

StudySync (Figma and Miro)

University Park, PA

UX Researcher & UX Designer

Jan 2026 – April 2026

- Developed early-stage product concepts through sketches and paper wireframes for a Canvas-based extension aimed at improving student motivation and task engagement.
- Designed iterative low- and high-fidelity prototypes in Figma to refine navigation, information hierarchy, and core user flows.
- Conducted usability testing to identify pain points in task completion, informing design revisions that improved clarity and feature comprehension.

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

Management Leadership for Tomorrow

Washington, DC

Career Preparation Fellow

Jan 2026 – Present

- Accepted into a selective 18-month professional development program that accelerates the career growth of emerging leaders through structured coaching, mentorship, and targeted skill-building.
- Engage with leading partner organizations (e.g., LinkedIn, Bloomberg, and Deloitte) to gain industry exposure and insight into tech-talent pathways.

Multicultural Innovators of Computer Science by Color Stack at Penn State

University Park, PA

Secretary

Aug 2024 – May 2026

- Designed and implemented an inclusive event experience strategy, increasing attendance by 20% and improving accessibility and satisfaction based on post-event feedback.
- Collaborated with student leaders to design and coordinate technical workshops and networking events for 300+ participants, improving engagement and accessibility through member feedback.