

Julia L Zeleskey

Charlotte, NC | (704) 692-0525

julliazeleskey7@gmail.com | [LinkedIn](#) | [Website](#)

PROFESSIONAL SUMMARY

Creative UX/UI Designer with a strong graphic design and photography background. Skilled in blending aesthetic appeal with user-centered design to create intuitive and visually engaging digital experiences. Proficient in design tools and passionate about innovation. Committed to teamwork and delivering seamless, accessible interfaces. Ready to contribute a unique perspective to a dynamic design team.

EDUCATION

UX/UI Design Certificate

University of North Carolina-Charlotte

Applied Sciences, Advertising and Graphic Design, and Engineering Technologies

Isothermal Community College

SKILLS AND TOOLS

Graphic design: Adobe Creative Suite - Social Media Platforms - Google Drive - MailChimp | Social Media Management - Typography - Color Theory - Layout Design - Composition - Photo Editing - Product Photography - Event Photography - Canon Camera

UI/UX design: Google Drive - Google Suite - Slack - Sketch - Figma - Zoom - Trello - Visual Studio Code | Survey Testing - Project Management - User Research - Wireframing - Prototyping - Usability Testing - Interaction Design - Community Engagement - Partnership Development - Stakeholder Engagement - Relationship Building - Budget Management - Team Collaboration - Digital Communication

WORK EXPERIENCE

UX/UI Intern (Web Design)

Siteone Landscape Supply | March 2025 to July 2025

- Conduct user research and collect data on their website to enhance the user experience.
- Document UI components and patterns used across the website and mobile app.
- Develop and present a Design System Component Library for the design and development team. Presenting my findings to the stakeholders.
- Collaborating with other designers on the PDP redesign and homepage mobile app redesign projects.

Marketing Representative

Meridian Business Solutions/Ascenta Group | November 2024 to March 2025

- Executed targeted campaigns that boosted donor engagement and fundraising for nonprofits
- Crafted ideas to enhance brand visibility and supporter loyalty
- Face-to-face sales and marketing experience

Product Photographer, Graphic Artist, Videographer

Booda Kombucha | Freelance 2022 to 2024

- Capturing high-quality images of the Kombucha product
- Creating visually appealing designs for advertising and marketing materials
- Product engaging video content for social media and promotional purposes.

Menu Designer and Photographer

Carmel's Kitchen and Bar | Freelance 2022 to 2024

- Created visually appealing menus including layout, design, and branding elements.

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- Captured high-quality images of food dishes for social media platforms, showcasing the food in a visually appealing and appetizing way to engage and attract followers.

Server and Bartender

Carmel's Kitchen and Bar | December 2021 to August 2024

- Employed strategic upselling techniques to increase sales and elevate the overall customer experience.
- Leveraged strong problem-solving skills to effectively resolve customer issues, ensuring a high level of satisfaction.
- Cultivated exceptional communication skills through interaction with a diverse clientele and collaborative teamwork.

Graphic Designer, Photographer, and Social Media Manager

Tryon Daily Bulletin | 2019 to 2021

- Developed layouts for weekly newspapers and monthly magazines, ensuring cohesive and visually appealing designs that enhance reader engagement.
- Collaborated closely with editors on content creation, maintaining consistent communication to align design with editorial direction.
- Managed social media platforms to promote publications and drive audience engagement through strategic content sharing.
- Captured event photography for magazines, including front cover shots and feature stories, enhancing the visual storytelling of each publication.
- Designed a range of local publications, including *Life in the Foothills*, *Visitor's Bulletin*, *Almanac*, *Taste This*, and *Holiday Gift Guide* for the Tryon Daily Bulletin.

Design Support

Abercrombie Textiles | 2017 to 2018

- Collaborated closely with design teams to support the development of fabric samples and design concepts tailored to client specifications.
- Assisted in preparing and organizing fabric samples for client presentations, ensuring high-quality materials and designs met brand standards.
- Provided design support across multiple projects, contributing to the seamless execution of creative initiatives and client deliverables.

Graphic Design

RV Site Maps | Freelance 2016 to 2018

- Designed detailed and visually engaging RV site map brochures, ensuring clear navigation and accessibility for guests through effective layout, iconography, and color schemes.
- Collaborated with park management to tailor designs that align with brand identity and meet specific informational needs, including points of interest, amenities, and safety guidelines.
- Optimized brochure designs for print and digital formats, maintaining high-quality resolution and readability across various platforms and sizes.

Restaurant Manager

Louie's Cafe | 2013 to 2019

- Managed daily financial operations, ensuring adequate cash flow for opening and smooth business transactions.
- Oversaw staff scheduling and coordinated food orders to optimize operational efficiency and meet customer demand.

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- Stepped in to perform various roles as needed, ensuring seamless operations and maintaining high service standards during peak times.

PROJECTS

Design System Library

Redesign of the website

- **Developed a comprehensive design system library** for SiteOne Landscape Supply, standardizing UI components and design patterns, which enhanced consistency across digital platforms and reduced development time by 30%.
- **Collaborated cross-functionally** with product managers, developers, and stakeholders to implement a scalable design system, leading to a 25% improvement in user interface consistency and a 20% decrease in design-related revisions.

Lynchburg Humane Society

Redesign of the website

- Refreshed the website's UI, crafted a user-friendly design, and streamlined the navigation for better usability.

U.S Department of Energy

Redesign of the website

- Revamped the navigation flow and reorganized the pages to enhance user accessibility and ease of viewing.

Curbside Cravings

A mobile app design

- Monitors the locations of local food trucks, sends notifications when they're nearby, and provides access to reviews.

Busy Chef

A mobile app design

- An app that saves your recipes and generates new ones based on the ingredients you already have.

Life in the Foothills | Visitor's Bulletin | Almanac

Magazines for Tryon Daily Bulletin

- Designed and photographed for several magazines, crafting visually engaging and playful layouts that are both user-friendly and captivating. Each page is meticulously arranged to enhance the reader's experience, making the content not only appealing but also easy to navigate and enjoy.

Linked In



Website

