

Julian Celaj

SENIOR UX/UI DESIGNER | (519) 566-6189 | juliancelaj@gmail.com | [My Portfolio](#) | [LinkedIn](#)

Amherstburg, ON, Canada

SUMMARY

Accomplished senior UX/UI designer specializing in crafting user-centric digital solutions and conducting user research. Adept at solving design challenges with a passion for crafting intuitive solutions that make user actions feel fast, effortless, and rewarding.

SKILLS

- **User Experience Design & Research:** Proficient in creating lean, iterative, development-ready solutions. Expertise in applying user research insights to drive product design and strategy.
- **Interaction & Visual Design:** Strong skills in Interaction and Visual Design, ensuring usability and aesthetic appeal in digital products.
- **Collaborative Leadership:** Experienced in leading product teams through the user-centered design process, facilitating collaborative workshops for discovery and ideation.
- **Design Thinking:** Active in promoting Human-Centered Design principles, mentoring designers, and increasing efficiency for the business.
- **Design Systems:** Experienced in building and maintaining scalable design systems that ensure consistency across digital products.
- **Prototyping & Testing:** Capable of visualizing and testing concepts at various fidelity levels, from sketches to development-ready assets.

EXPERIENCE

Sun Life — *Senior UX Designer*

FEB 2024 - PRESENT ONTARIO, CANADA

Sun Life is a global leader in financial services, providing insurance, wealth management, and health solutions to millions of clients across Canada and beyond.

- Conducted competitor analysis and moderated interviews to identify key products for future focus on provider and group benefits sponsor experiences. This informed a pivot in our direction to focus on a solution that would have greater impact saving significant time and millions of dollars.
- Performed heuristic evaluations to explore multiple redesign options on an app, providing the business with insights and pain points ranked on frequency, impact and persistence. This

helped the business better budget and scope the app redesign before development.

- Created a research plan focused on a unified product experience for Sun Life Connect, including mapping user flows and redesigning the homepage, while testing design concepts to improve UX and add significant value to the application for SL providers across Canada.

Blue Cross Blue Shield of Michigan – Senior UX/UI Designer

JAN 2019 - MAY 2023

MICHIGAN, US

BCBSM is a leading enterprise health insurance provider serving millions of residents in Michigan and beyond.

- Led the product design process from research to delivery for 4 internal web applications, saving millions in cost, and improving efficiency for our customer service rep teams.
- Redesigned the 2019 primary corporate objective: the registration flow. This revamp saved millions by substantially reducing completion time and cutting user abandonment during registration by over 140%.
- Revamped the UX/UI of the AI-powered chatbot, enhancing the conversational user experience, thereby resulting in a significant reduction in user complaints and confusion.

WFS – UX/UI Designer

OCT 2013 - DEC 2018

ONTARIO, CANADA

A medium-sized industrial tools company that sells products across Canada.

- Led redesign of a website into a 200K+ product eCommerce platform, boosting millions in revenue.

SceneDoc (formerly MobileCSI) – Art Director

SEP 2012 - OCT 2013

ONTARIO, CANADA

A Canadian SaaS startup specializing in lawtech apps for iOS and Android.

- Designed the MobileCSI app and the UX/UI of the MobileCSI cloud, enhancing data collection and sharing for law enforcement and government officials.

TOOLS & TECHNOLOGIES

- Advanced proficiency in Figma, Sketch, Miro, InVision, Axure, Adobe Creative Suite, Userzoom, AI chatbot (dialogue flow), Wireframes, User flows, User journeys, Site maps, Salesforce, Mobile-first design, B2B, B2C, WCAG 2.1, Jira, HTML, and CSS.

EDUCATION

- Bachelor's Degree in Graphic Design, St. Clair Center of the Arts, Windsor ON, Canada (2009 - 2012)

References available upon request