

JULIAN SMITH-SPARKS

juliansmithsparks@outlook.com · juliancreates.art · (857) 264-7381

Product Designer with 10+ years of design experience, including 6+ years simplifying complex workflows into intuitive, accessible digital experiences. I build scalable design systems, prototype across fidelity levels, and partner with product and engineering teams to bring ideas to life. My background also spans brand identity, art direction, and visual design.

EXPERIENCE

UX/UI Design Lead | *Massachusetts DESE*

Aug 2022 — Present

- Lead the modernization of DESE's statewide digital platform, improving user experiences across Massachusetts through intuitive, accessible, and scalable design
- Lead end-to-end UX/UI design, translating complex requirements into user flows, wireframes, prototypes, and high-fidelity interfaces from concept through implementation and QA
- Build and maintain DESE's Figma design system and reusable UI component library, establishing consistent design patterns across digital experiences
- Conduct user interviews and usability testing, using research insights and A/B evaluations to guide design iterations and improve engagement
- Partner with product and engineering teams to evaluate technical feasibility, refine interaction specifications, and ensure design intent is maintained through implementation
- Lead digital experience and visual design for E2C Hub, a DESE initiative serving 40,000+ users, alongside brand, communications, and annual conference design

Art Director | *Club Indgo LLC*

Apr 2021 — Present

- Lead creative direction for a 7-member collective, shaping brand and digital experiences for artists with 7M+ combined streams
- Own UX and product design for the Shopify storefront (clubindgo.store), from sign-up through checkout and retention
- Art-direct Deep Cutts, Club Indgo's nightlife event sub-brand, creating visual experiences for events reaching 5,000+ attendees
- Design apparel and merchandise collections across product concepts, visual assets, and launch creative, supporting multiple sold-out drops
- Design and execute social campaigns for artist releases, merch drops, and events, growing Club Indgo's brand across 7,000+ Instagram followers
- Create pitch decks for brand partnerships and design merchandise mockups for product placement

Product Designer | *InCrowd Inc.*

Sep 2020 — Aug 2022

- Led UX and product design across mobile, desktop, and tablet for a B2B SaaS platform, consolidating a fragmented registration approval process into a unified checklist for thousands of participants.
- Partnered with developers to translate interaction specifications into consistent, production-ready experiences.
- Contributed to shared UI patterns and component standards, supporting consistency across product experiences.
- Designed self-serve admin tooling for respondent communications, including physician-targeted templates and a multi-locale survey builder with translation status tracking

UX/UI Designer Co-Op | *InCrowd Inc.*

Jan 2020 — Sep 2020

- Conducted mobile user research to inform behavioral insights across the InCrowd platform and partnered with a Senior Product Designer to design a video-sharing feature for InCrowd users

Production/Graphic Designer | *'47 Brand*

Sep 2019 — Jan 2020

- Created apparel mockups for '47's collegiate and professional sports league collections and managed design revisions through production handoff

Graphic Design Intern | *ISlide, Inc.*

May 2018 — Aug 2018

- Designed the World Cup collection for ISlide's e-commerce site, applying IA and visual design to a DTC discovery experience

SKILLS & TOOLS

UX/UI: User Centered Design · Information Architecture · Wireframing · User Flows · Interaction Design · High Fidelity UI · Prototyping · Design Systems · UI Component Libraries · Workflow & Data-Heavy Product Design · Usability Testing · A/B Testing · Accessibility (WCAG) ·

Tools: Figma · Framer · Adobe Creative Suite · Webflow · Sketch · InVision · Miro · Jira · Confluence · Microsoft Office

AI & Code Prototyping: React · Cursor · v0 · Figma AI · Claude · Gemini · AI-assisted prototyping

EDUCATION

B.A. in Graphic Design · Stonehill College, Easton, MA · May 2019