

Julia Olekszyk

UX/Product Designer | Front End Developer

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SUMMARY

I am a web-based UX/UI designer and front end developer that specializes in leading optimized, user-centric, end-to-end digital experiences.

SKILLS

DESIGN & STRATEGY

UX Design, UI Design, Product Design, Information Architecture, User Research, User Testing, Wireframing, Prototyping, CRO, SEO

DEVELOPMENT

HTML, CSS, JavaScript, PHP, SQL, WCAG Compliance

TOOLS

Figma, Adobe Creative Suite, WordPress, Elementor, Cornerstone, Divi, Squarespace, WooCommerce

EXPERIENCE

Lead Product Experience Designer & Developer (UX/UI)

Octo Design Group | Nov 2024 – Present

- Leads end-to-end UX/UI design and front-end development of custom WordPress websites for agency clients across multiple industries.
- Conduct client and industry research to inform information architecture, wireframes, and interactive prototypes; conduct user testing to validate design decisions prior to build.
- Implement HTML, CSS, and custom JavaScript to deliver polished, high-performance user experiences beyond standard page builder capabilities.
- Collaborate cross-functionally with designers, developers, and marketing teams to coordinate website launches on time and on spec.
- Monitor post-launch analytics and SEO performance, adjusting design and content to maintain strong engagement rates and ensure users follow the intended journey.
- Managed ongoing website maintenance, content updates, and SEO optimization for retained clients.

Creative Director of Product Experience Design & Development (UX/UI)

Code & Canvas | Oct 2022 – Present

- Founded and operated an independent UX/UI design and web development practice, managing all client relationships, project scoping, and deliverables.
- Designed and launched 5+ client websites from 0→1, spanning healthcare, home services, consulting, and professional services – delivering measurable improvements in traffic, engagement, and conversion.
- Just Breathe Physical Therapy: redesigned site drove a 151% increase in traffic, 115% increase in unique visitors, and 210% increase in pageviews year-over-year; client met her patient-count goal within 2 months of launch.
- C&M Plumbing & Heating: redesign reduced bounce rate by 10% and increased pageviews by 16% compared to prior year.
- Executed full UX process on each project: stakeholder discovery, user research, IA, wireframing, prototyping, user testing, front-end development, and post-launch analytics review.
- Managed ongoing website maintenance, content updates, and SEO optimization for retained clients.

Product Designer

Critical Response Group | Sept 2023 – Nov 2024

- Designed mapping interfaces used by emergency responders in high-stakes, time-sensitive environments.
- Translated complex geospatial and operational data into clear, intuitive interface systems, prioritizing usability and cognitive load reduction.
- Collaborated cross-functionally with subject matter experts to ensure interface accuracy and real-world functionality.

EDUCATION

Moore College of Art & Design – BFA, Graphic Design

Google UX Design Certificate – Coursera