

Juliet Gobran

UX ENGINEER

UX Engineer with 4 years of experience designing and optimising user experiences for complex digital platforms. Skilled in both user-centred design and front-end development, with a strong background in financial services and agency environments. Passionate about crafting intuitive, accessible interfaces that prioritise usability and delight.

Professional Experience

Freelance UX Engineer @ Digital Hitmen | SEO Agency

March 2024 - Current (Remote)

Working as a UX Engineer for an SEO agency has strengthened my ability to design user-friendly interfaces that also drive engagement and optimise search visibility, balancing user experience with performance metrics.

- Designing and optimising user interfaces
- Collaborating with SEO and development teams
- Conducting user and performance analysis

Engineer @ Westpac

Nov 2020 - July 2023 (Remote / Hybrid)

iOS Native UI Engineer, working to maintain & continuously improve the mobile banking experience.

- Component creation, uplift & maintenance (iOS & Android)
- Working with an extensive Design System in Figma
- Prototyping new features

Student Intern @ University of Wollongong

Mar 2022 - Nov 2022 (Remote / Hybrid)

Working with the Graduate Research School at UOW, I performed an audit of their website, locating dead links & suggesting improvements for more intuitive navigation.

- Conducting a comprehensive website audit
- Enhancing user-flow

HTML & Python Tutor @ University of Wollongong

Oct 2019 - May 2020 (Remote)

Instructional tutorial creator for web technologies including HTML & Python.

- Engaging content development

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Key Skills

- User-Centred & Responsive Experience Design
- Prototyping & Wireframing
- Front-End Development
- Accessibility
- Information Architecture & Intuitive Navigation
- Usability Testing & Research
- Collaboration & Communication
- Interaction Design & Animation
- SEO & Performance Optimisation
- Analytics & User Feedback Analysis

Tools & Technologies

- Design Tools
Figma, Adobe Suite [XD, Illustrator, After Effects, Premiere Pro, Character Animator, Photoshop], Sketch & Invision
- Front-end Development
HTML, Javascript & CSS
- Native iOS
Swift & SwiftUI
- Agile & Task Management
JIRA, Bitbucket / Sourcetree, GitHub, Trello, Asana & Basecamp
- Other Programming Languages
Java, C++, Python, Kotlin, React, SQL, JSON, MongoDB & XML

Education

University of Wollongong

Bachelor of Computer Science - Software Engineering

Graduated in 2022 with Distinction

Bachelor of Creative Arts - Visual Arts & Design

Graduated in 2022 with Distinction

Scholarships & Achievements

- University of Wollongong Do Your Thing Scholarship for Female Developers
Awarded in 2022
- Westpac Scholar Mentor
2021
- New Colombo Plan Internship Scholarship in Malaysia
Awarded in 2019
- University of Wollongong Research and Innovation Work Integrated Learning Scholarship
Awarded in 2018
- Westpac Young Technologist Scholarship
Awarded in 2018

Additional Projects

The Sewing Collective - Branding & Website

Nov 2023 - Current

The Sewing Collective is a small business operating out of Wollongong, NSW, providing sewing workshops & socials. As the branding and UX designer, I oversee the entire creative process, from designing the brand identity to managing and building the website on Squarespace. I handle all aspects of the site, ensuring it aligns with the brand vision and provides a seamless user experience.

Passion for Design

I'm deeply passionate about creating accessible, user-first designs that make a real difference in people's lives. I believe design isn't just about aesthetics—it's about improving how we interact with the world around us. Staying curious about emerging UX technologies drives me to continuously refine my skills and elevate the user experience.

Other Interests

When I'm not designing, you'll find me embracing holistic living and soaking up good books, great coffee, and delicious food. Surfing is my go-to way to unwind, and I love getting creative and spending quality time with family. I'm always excited to learn something new and keep growing!

References

Available upon request.