

Julie Joo

Senior Product Designer

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✦ Education

Rhode Island School of Design
BFA Industrial Design
Class of 2019

✦ Software

Figma, Jira, Appcues, Github,
Redash, Mixpanel, Fullstory, Heap,
Miro, Storybook, Adobe CC,
Solidworks, Rhino 3D

✦ Grants + Awards

- **2023 Democratizing Friends & Family Round Grant**
Issued by Hello Alice and Project Entrepreneur
May 2023
- **2021 Arch Grants Program**
Issued by Arch Grants
Oct 2021
- **2019-2020 DesignxRI Catalyst Grant**
Issued by DesignxRI
Jan 2020

✦ Company

Co-Founder of Soilless

Remote / New York, NY
Oct 2019 - Present

Co-leading design, product, and business strategy; built an award-winning product with \$100K+ in grants, featured in WIRED, and selected for top accelerators (<5% acceptance)

✦ Experience

Senior Product Designer at Orum

Feb 2025 - Present

Remote / New York, NY

- **Salesfloor + OSP/Enterprise:**
 - Delivered major Salesfloor UX improvements by resolving long-standing issues and designing a gamified dashboard with real-time leaderboards/stats to boost engagement
 - Designed new SSO experience and scaled various core features to support enterprise customers
- **Pulse (Experimental Product Innovation):** Led design for AI Roleplays, using LLMs to produce realistic training scenarios and feedback; rapidly tested and iterated to shape early product strategy
- **Design system:** Enhanced the design system through component updates, guideline refinements, and copy improvements

Senior Product Designer at Tarro

Sep 2024 - Feb 2025

New York, NY

Streamlined core product UI/UX workflows to improve frontline efficiency

- Led design of internal content management tools and established the company's design system with standardized components and guidelines

Product Designer at Salesloft

Aug 2022 - Sep 2024

Remote / New York, NY

Worked across four surface areas (video conferencing, dialer, email, and meetings)

- As part of the first official design system team—ran design audits, maintained/enhanced components, defined scalable processes, and published the company's first public design guidelines
- Led a major UI overhaul of the Conversations landing page, improving search/filter, adding video thumbnails, and redesigning recording/transcript rows; also owned AI-driven UI features for Conversations and Meetings
- Guided migration of legacy Angular settings pages to a modern component framework

Design Lead at Homeroom

Nov 2020 - Aug 2022

Remote / Austin, TX

Led company and platform design direction as the first in-house designer during post-COVID business pivot

- Partnered with Marketing and Engineering to redesign landing pages, SEO content, ad campaigns, in-app experience
- Refined company brand and visual identity
- Supported executive team with investor pitch decks and future-facing product concepts