

Julina Ruffatto

Head of Design • UI/UX & Digital Experience

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Experience

● Lead UI/UX Designer

Inno Supps | Las Vegas, NV

July 2025 – Present

- Own end-to-end UI/UX strategy and web operations across all digital touchpoints for a fast-growing DTC supplement brand, serving as the design authority across marketing, development, and e-commerce teams.
- Built Inno Hub, a company-wide brand resource platform (logos, color systems, typography, product labels, imagery) that became the go-to design reference across all departments from day one.
- Built a custom AI Image Generator ChatGPT-powered tool, enabling the team to produce on-brand lifestyle imagery that stays consistent across all teams.
- Leading a full site rearchitecture initiative, managing developers, tracking milestones in Monday.com, and driving execution aligned with business goals.

● Lead Web Operations

Inno Supps | Las Vegas, NV

January 2025 – July 2025

- Managed all web operations end-to-end, scoping features, delegating tasks, and coordinating across marketing, development, and product teams.
- Designed and shipped hundreds of funnels and product landing pages, including reusable template libraries that reduced production time to 5 days per launch.
- Led a full customer platform redesign as sitemap architect and Figma design lead.

● UI/UX Designer & Web Operations Coordinator

Inno Supps | Las Vegas, NV

August 2023 – January 2025

- Designed scalable UI components and reusable page patterns across multiple product lines, improving brand consistency and conversion performance site-wide.
- Owned A/B testing end-to-end: designed variants, tracked performance, and iterated based on user behavior and conversion data.
- Built cross-team SOPs standardizing handoffs between marketing, design, and development, reducing friction and improving delivery speed.

Education

University of Nevada, Reno

B.S. in Business Administration,

Marketing | Minor in Graphic Design

May 2021 – Magna Cum Laude (GPA: 3.935)

Skills

Design

Figma, Adobe Illustrator, Photoshop, InDesign

Expertise

Design Systems, UX Research, Wireframing & Prototyping, A/B Testing, CRO

AI & Innovation

Custom GPT Development, AI Image Generation, Claude, Gemini, Vercel

Tools & Platforms

Shopify, GitHub, Monday.com

