BRITTANY VERNON
UX/UI Designer

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PROFESSIONAL EXPERIENCE

UX/UI Designer at BB
September 2020 – Present

- Delivers end to end solutions such as user flows, design systems, wireframes, interaction designs and high-fidelity prototypes.
- Leads client meetings to determine business requirements, and design specifications ahead of design implementation.
- Creates branding (typography, logos and design guidelines) using design tools such as Adobe Creative Suite.

UX/UI Designer at Home Trust Company
November 2020 – October 2023

- Designed a website help center from inception to production to reduce the number phone calls made to the call center.
- Conducted user research (usability testing), gathered feedback, and analyzed user data to guide content strategy, product strategy and iterate user experiences.
- Led product design QA testing of a banking account opening form to ensure development matched expected front end design by stakeholders.
- Led external pilot testing for Home Digital, a mortgage web application, which increased client retention by 30%.
- Used Sketch, Figma and InVision to create prototypes for websites and phone apps in multiple view-ports using a design system.
- Created visual assets in line with brand standards, user interfaces guidelines and accessibility legislation.

Digital Marketer at UpOnline Dental Marketing
September 2020 – December 2020 (Contract)

- Built email templates using content management software with HTML5 and CSS while following a style guide (iconography, colour and font) and design guidelines.

Graphic Designer at EmpowHERto
May 2020 – November 2020 (Contract)

QUALIFICATIONS AND SKILLS

- Bachelors degree in Digital Enterprise Management; with coursework in Product Design, Psychology, Web Design and UX/UI Design.

Communication and Collaboration

- Ability to collaborate in an agile (scrum) development team with front end developers, engineers, designers, product managers, design team and stakeholders for product development.
- Strong written and verbal communication skills; can lead conversations with confidence.
- Experience working in a start up environment.
- Strong attention to detail; excellent planning, time management, organization and prioritizing skills.

Design Process and Deliverables

- Excellent user interface design skills and knowledge of user centered design principles.
- Ability to create user friendly wireframes, information architecture, service design blueprints, interactive mockups, dashboards and prototypes for web and responsive design.
- Experience creating and maintaining a design system to uphold brand consistency and efficiency.

Problem Solving and Design Thinking

- Ability to understand complex user design issues and work towards clear solutions.
- Ability to review and analyze mixed methods of data and discover findings for design solutions.

User Testing and Validation

- Familiar with data collection (quantitative and qualitative research) to determine user behavior.
- Experience conducting user research such as user interviews, usability testing, surveys and focus groups to improve user experiences.

TOOLS AND SOFTWARE

UX/UI Design
- Figma
- Sketch
- InVision
- Abstract

Graphic Design and Digital Design
- Adobe Photoshop
- Adobe Illustrator

Website Coding
- Visual Studio Code (HTML, JavaScript and CSS)

Data Analytics
- Google Analytics (GA4)
- Hotjar

EDUCATION

Nielsen Norman Group
Certificate in User Experience

University of Toronto Mississauga
Bachelor of Arts, Digital Enterprise Management

Sheridan College
Certificate in Digital Communication and Media/ Multimedia