

# BRIANA WHITE

## UX DESIGNER

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### EDUCATION

#### GOOGLE | COURSERA

Google UX Design  
Professional Certifications

#### UNIVERSITY OF FLORIDA

CLASS OF 2017

Bachelor of Science Degree  
Major: Public Relations  
Concentration in Digital Design

### SKILLS

#### DESIGN:

User flows •  
Sketching • Wireframes • Hi-Fi &  
Lo-Fi Prototypes • Canva • Style  
Guides • Design Thinking • Sketch •  
Basic HTML & CSS •  
Information Architecture

#### RESEARCH:

Q&A Interviews • A/B testing •  
Data Analytics • Personas • User  
research • Storyboarding •  
Competitive Analysis •  
User-centered Design & Research •  
Competitive Audits

#### COLLABORATION:

Communication • Flexible &  
Adaptable • Detail Oriented •  
Self Starter • Organization •  
Project Presentation • Project  
Management • Brainstorming Ideas  
& Solutions • Open-mindedness •  
Goal Oriented

#### TOOLS:

Adobe Creative Suite • Asana •  
Trello • Sketch • Figma •  
Jira • Adobe XD • Canva •  
Google Workspace • Miro •  
WIX • Wordpress

### EXPERIENCE

#### MARKETEIQ | FROM SEPT. 2022 - PRESENT

##### UX/UI Design Intern

- Acquired in-depth knowledge and experience in the UX process and implemented various techniques to enhance the user experience.
- Participated in user research activities and competitor audits, providing valuable insights for design sprints, resulting in a more user-centered design approach.
- Conducted meetings with application users to understand their specific usability requirements, utilizing this information to inform the development of personas, user journeys, user-flows, wire-frames, user tests, and prototypes.
- Utilized data, analytics, and business requirements to assist in product research and information for the development of the user-centered designs.
- Created wireframes and working visual prototypes to show application content and process flow, while working closely with the senior UX designer to facilitate understanding of user interactions in features and concepts.
- Prepared visual designs and prototypes based on approved wireframes in accordance with usability standards, resulting in a more polished and user-friendly design.
- Managed and organized all project-related files and data, ensuring accuracy and completeness through proofreading.
- Presented design work to the engineering team, product team, and executives for review and feedback, resulting in a more collaborative and efficient design process.
- Supported the design of useful, usable, and desirable systems, products, and services, working closely with software engineers to realize the design, resulting in a more seamless user experience.

#### CHRISTA STEPHENS LLC | FROM JUN. 2022 - PRESENT

##### UI Web Designer

- Conducted presentations to both clients and internal team members, effectively communicating project progress, timelines, and deliverables resulting in a 90% client satisfaction rate.
- Managed multiple web development and design projects for clients in various industries, utilizing project management tools such as Airtable and Trello to ensure timely delivery and meeting project goals.
- Developed compelling copy and UX writing for clients' websites, resulting in an average of 15% increase in website engagement and conversion rates.
- Created comprehensive site maps, wire-frames, and prototypes for clients' websites through user testing, resulting in an improved user experience and 30% increase in website traffic.
- Conducted thorough analyses of clients' websites and their competitors, identifying areas for improvement and implementing strategies into their work scope.
- Implemented a new email and subscription route creation.
- Managed and organized all project-related files and data, ensuring accuracy and completeness through proofreading, resulting in a 99% error-free deliverable rate.
- Proficient in using tools such as Airtable, Wix, Canva, Notion, Outlook, Word, Google, Facebook, Instagram, Twitter, Pinterest, YouTube, Slack, Figma, Square, Shopify etc.
- Continuously stay up-to-date with current technologies and design trends in the web development and social media industry, implementing new methods and tools to improve project outcomes.
- Worked closely with cross-functional teams on various projects, actively contributing to the development of creative solutions for user experience challenges including mobile and desktop platforms.

#### FREELANCER | FROM JAN. 2018 - JUN. 2022

Graphic Design, Social Media Management & Web Design

#### WP&S CONTRACTORS | FROM MAY 2016 - MARCH 2020

Marketing / Client Relations Manager

#### WALT DISNEY WORLD | FROM AUG. 2017 - DEC. 2017

Disney College Program Intern