BRIANA WHITE

UX | DIGITAL | WEB | CONTENT DESIGNER | PR/MARKETING

Turning user frustrations into delightful interactions with engaging & creative UX solutions.

WORK EXPERIENCE

Resonance Strategies LLC, UI/UX Web Designer

Mar. 2022 - Present | Detroit, MI (Remote)

- Spearheaded multiple web/content development and design projects, ensuring on-time delivery and alignment with project goals.
- Collaborated closely with designers, developers, and stakeholders to create content strategies that enhance website visibility and user engagement, while using project management tools to enhance project tracking and execution.
- Boosted client website engagement and conversion rates through data-driven design improvements.
- Utilized UX writing principles to craft clear, concise, and impactful user interface text and microcopy and developed user-centered site maps, wireframes, and prototypes, enhancing usability.
- Conducted comprehensive content audits/analysis and A/B testing initiatives to refine content strategies and drive measurable improvements in conversion rates.

Marketeq Digital, UX/UI Design Apprentice

Sept. 2022 - Apr. 2023 | Miami, FL (Remote)

- Gained in-depth knowledge of UX processes, implementing advanced techniques to elevate user experiences.
- Collaborated on design sprints for a SaaS no-code API application, enhancing product usability.
- Conducted thorough user research and competitor audits, creating detailed user flows, wireframes, and prototypes.
- Applied data and business requirements to inform user-centered design decisions.
- Created and optimized visual designs and prototypes, ensuring user-friendly interfaces.

RadicalX, Product Design Intern

Jan. 2022 - Aug. 2022 | New York, NY (Remote)

- Assisted in the development of content strategies for digital products, focusing on SEO optimization and user engagement.
- Conducted keyword research and analysis to inform content decisions and improve organic search rankings.
- Contributed to the creation of user-centered content, including microcopy, tooltips, and instructional text.
- Worked collaboratively with design and development teams to implement content optimizations and improve overall user experiences.

Fractl, Digital Public Relations Specialist

Feb. 2021 - Apr. 2022 | Delray Beach, FL (Remote)

- Built media relationships and crafted pitches, boosting clients' visibility in top-tier and niche publications.
- Managed multi-client campaigns, utilizing PR and SEO tools (SEMRush, BuzzSumo, Cision) to track media coverage, while collaborated with cross-functional teams to deliver innovative campaign solutions.

Palm Beach Show Group, Public Relations Associate

Dec. 2018 - Jul. 2019 | Palm Beach, FL

- Managed multiple social media accounts and oversaw the management of multiple websites, including content creation, updates, and maintenance, ensuring consistency in branding and messaging across platforms.
- Created compelling content for website blogs, press releases, and PR materials, showcasing the company's events, exhibitions, and initiatives to attract and inform audiences.
- Designed marketing materials and press releases, utilizing tools like Mailchimp for email campaigns.
- Coordinated with clients to collect and distribute promotional materials on the websites and other marketing channels.

CONTACT + PORTFOLIO

West Palm Beach, FL
(Open to Relocation)

(954) 849 - 5245

contactme@brianajwhite.com

Portfolio: Brianajwhite.com

Linkedin.com/brianajwhite

EDUCATION

University of Florida
Bachelor of Science (B.S.)
Public Relations & Digital Design
Class of 2017

SKILLS

Design:

- Wireframes
- User Flows
- Prototypes
- IA
- Strategy
- Mockups
- Heuristic Evaluation

Writing:

- Microcopy
- Content Strategy
- SEO Optimization
- Accessibility

Research:

- Interviews
- A/B Testing
- Personas
- Storyboarding
- Competitive Analysis
- Journey Mapping
- User Testing

Tools:

- Illustrator
- Photoshop
- InDesign
- Figma
- UXCam
- Canva
- WIX
- Adobe XD
- Jira
- Sketch
- Balsamiq
- Wordpress

CERTIFICATIONS

- UX Design
- HTML & CSS Basics