

# Brandi Howell

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## SUMMARY

As a User Experience Designer with an entrepreneurial spirit, I bring a solid foundation in user-centered design methodologies and a track record of leading design initiatives. My passion lies in promoting inclusivity and accessibility. I am eager to seize an opportunity to apply my expertise in wireframing, prototyping, and visual design to create innovative, user-friendly interfaces that not only contribute to business success, but also ensure digital experiences are accessible to everyone.

## WORK EXPERIENCE

### Digitalis Education Solutions

UX Designer

Jan 2023 - Current

- Led a comprehensive overhaul of the universal console, resulting in enhanced user experiences and seamless integration of advanced features.
- Attained over 97% in overall task success rates with current users during A/B testing.
- Consistently achieved system usability scores above 80%.
- Established an atomic design system rooted in user-centered design principles, fostering consistency and uniformity across the product.
- Utilized user interviews, usability testing, and thorough research to shape informed design decisions.
- Conducted heuristic evaluations that pinpointed areas for improvement, paving the way for practical enhancement strategies.
- Implemented WCAG 2.0 standards, including focus-order optimization, semantic HTML utilization, and rigorous contrast checking. Introduced the team to Section 508 of the Rehabilitation Act.
- Leveraged AI to generate heat maps and offer color-blindness simulations, enriching the design evaluation process.
- Mastered advanced prompt engineering in MidJourney AI to create bespoke graphics, refining and optimizing visual outputs for enhanced project aesthetics.
- Utilized Adobe Creative Suite to edit and enhance graphics, ensuring high-quality visual content and alignment with project specifications

### Quickbase

Product Designer

Mar 2023 - Jun 2023

- Collaborated cross-functionally to align design principles with technical feasibility and content strategies, fostering a shared commitment to exceptional user experiences.
- Completed visual redesign while upholding accessibility standards, resulting in streamlined, user-centric designs.
- Optimized frequently visited pages for enhanced aesthetics and functionality, significantly boosting user engagement and satisfaction.
- Fine-tuned interfaces for efficient handling of high traffic, accommodating over 2 million visits and attracting 45,000 unique visitors.

## **EcoVerse**

Product Designer

Jun 2021 - Dec 2022

- Managed all facets of the design process, encompassing internal research, prototyping, and seamless brand integration, resulting in the development of comprehensive and cohesive B2B and B2C user interfaces.
- Enhanced site efficiency by implementing asynchronous loading techniques, resulting in a remarkable 70% improvement in performance, providing users with a faster and more responsive experience.
- Successfully established the product's visual identity and brand design, guaranteeing consistency across all features, and executed rigorous QA testing to align with user needs and business requirements.
- Designed the product's mobile-first social media NFT sharing platform, prioritizing user-centric design principles and ensuring seamless usability across various devices.

## **Super Deep Studios**

UX/UI Designer

Jan 2021 - May 2021

- Utilized data-informed decisions derived from user research and testing that drove the success of this White Label SaaS Proof of Concept project.
- Established a consistent visual identity and branding across various platforms and mediums, reinforcing the project's unique identity.
- Demonstrated strong scheduling and coordination skills, consistently meeting deadlines and ensuring timely project delivery.
- Leveraged Figma, Adobe Creative Suite, and other powerful tools to create wireframes, interactive prototypes, visual designs, and final assets, breathing life into the project.
- Conducted competitive market analysis to identify opportunities for differentiation in design and user experience within the project landscape.

## **Solco.black**

UX/Web Designer

Feb 2021 - Nov 2021

- Conducted extensive research and facilitated user interviews, effectively determining user needs and industry standards.
- Developed website navigation, set visual design principles, and organized information architecture.
- Successfully implementing platform redesign while maintaining compatibility with existing features.
- Led the development of brand voice, identity, and marketability through a combination of photography, brainstorming, research, and collaborative efforts.

## **Ambrosia Food For Thought**

UX/Web Designer

Jan 2021 - Apr 2021

- Carried out a comprehensive redesign on a major platform, integrating it seamlessly with existing features, thereby enhancing functionality.
- Oversaw the development of website navigation and visual design, including the refinement of site maps, leading to a superior user experience.
- Conducted meticulous user research, implemented quality assurance testing, and performed continuous post-launch optimization to maintain website performance and user satisfaction.

## **Bloc/Thinkful**

UX/UI Design Student

May 2020 - Oct 2020

- Dedicated roughly 600 hours to comprehensive UX/UI design education, encompassing user research, wireframing, prototyping, interaction design, and visual design.
- Gained hands on practical experience through participation in real-world design projects, achieving proficiency in industry-standard tools and methodologies.
- Excelled in immersive learning environment, applying theoretical knowledge practically, and establishing a robust foundation for a career in product design.

## **SoulCries**

Co-Founder / Content Creator

Aug 2016 - May 2019

- Spearheaded website and blog creation, maintenance, and updates for SoulCries, an organization connecting youth with photography mentorship opportunities.
- Identified and addressed user needs by implementing a user-friendly ticketing system on the website for easy access to events and programs.
- Enhanced user engagement and satisfaction that streamlined the registration processes for workshops, mentorship programs, meetups, and photography trips to New York City.
- Contributed to SoulCries' mission of empowering young photographers to tell compelling stories through their work.
- Introduced to UX design and content creation skills used to make the organization's digital platform more accessible and engaging for its target audience by adopting a mobile first approach.

## **EDUCATION**

### **Bloc/Thinkful**

UX/UI Immersive Design

2020

## **SKILLS**

Figma (Design Software) • User Experience Design (UX) • Agile Methodologies • Prototyping • Adobe Photoshop • Research • User Flows • Leadership • Operations • Management • Active Listening • Design Thinking • Emerging Technologies • Usability Testing • Visual Design • Time Constraints • Strong Communication Skills • Problem-Solving • Cross-Functional Collaboration • Photography