



BRETTNEY A FOUNTAIN

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Skills

Visual Design	CSS/HTML/JS
UX Design	Sketch
Interactive Design	Adobe Creative Suite
Graphic Design	Figma
Quantitative Research	After Effects

Methods

Design Thinking	Rapid Prototyping
User Research	Journey Maps
Wireframing	Interdisciplinary-Communication
Userflows	Usability Testing
Information Architecture	Interviews
Critical Writing	

Education

Bachelor of Business Administration: Business Economics, Computer Information Systems

Georgia State University | Atlanta, GA | 2018

Portfolio

www.brettneyfountain.com

LinkedIn

linkedin.com/in/brettneyfountain

Experience

User Experience Designer
FireSide Tech | Remote

06/2020 - Current

- Collaborated with developers and clients to implement dynamic human-centered digital solutions.
- Effectively communicate data-driven insights and knowledge with cross-functional teams while balancing client needs, engineering constraints & design-focused user needs.
- Conducted quantitative user testing and iterated based on key findings in conjunction with design patterns and guidelines.
- Designed high-quality interfaces, prototyped and evaluated interactive designs that adhered to client requirements.
- Reviewed and interpret data and qualitative feedback to gain insight to design patterns.

Designer/Marketing Strategist
Innovative Surgical Arts | Atlanta, GA

06/2019 - 09/2020

- Improved UX and visual design of Web and Patient portal for Innovative Surgical Arts working with low/high - fidelity web mockups, developing user flow, and styled front-end of website addressing user needs.
- Performed competitive analysis to develop advertising campaigns that penetrated new markets.
- Translated concepts into user flows, wireframes, mockups and prototypes to promote positive intuitive designs, site interactions, and user experiences.
- Created storyboards, layouts, presentations, graphics, and data visualizations in preparation for client meetings and company development.

Customer Care Representative
State Farm | Atlanta, GA

04/2016 - 05/2019

- Lead sales demonstrations with new trainees to enhance the onboarding experience.
- Developed strategic direction for the team using customer-focused and needs-based review process.
- Planned & executed team building events for over 40+ employees.
- Awarded Top Binder of the month exceeding sales target by 38%.
- Recognized as 3rd quarter Highest Issuance - 98% & Highest-paid auto at 11%.

Project Manager
VizualHub | Atlanta, GA

11/2016 - 01/2019

- Strategized and executed media strategy in marketing campaigns for listed Fortune 500 companies.
- Facilitated multiple projects including content development, performance tracking, consumer insights, and user experience design.
- Partnered with Branding, Digital, Strategy, IT, and other internal, external partners throughout the life cycle of projects to hit desired goals and growth objective
- Designer and Facilitator for FlypTv. Managed deadlines with the team conducting competitive analysis and user research.
- Created and delivered personas, storyboarding, wireframe, low - fidelity mockup and interactive design for FlypTv.