Brian Frederick

briancfred@gmail.com   (206) 359-0048 ❖ Seattle, WA

PROFESSIONAL SUMMARY

Detail-oriented & user-centered **UX DESIGNER** with experience spanning UX design, web design, and visual design. Enriches design decisions through iterative design processes founded on user research and testing. Cultivates relationships between user and clients to develop optimal designs suiting their respective personal and business needs. Consistently learns and integrates new techniques and software to elevate research and design abilities. Empathizes with users with close consideration of the highest accessibility standards.

AREAS OF EXPERIENCE

Digital Media Design | User Experience Design   Web Design | Front-End Development
Wireframing & Prototyping | Visual Design   Video Editing | Photo Editing | Content Writing
UX Research | User Testing   Customer Success | Empathizing

SOFTWARE & TECHNOLOGY – Figma, Webflow, HTML, CSS, & JavaScript, Adobe Creative Suite (Photoshop, Premiere, Illustrator), Davinci Resolve, MS Office (Word, Excel, PowerPoint), and Google Suite (Sheets, Doc).

EDUCATION & TRAINING
- ✓ BA, Drama, University of Washington, Seattle, WA, 3.93 GPA   **June 2021**
- ✓ AA, Seattle Central College, 4.0 GPA   **August 2018**
- ✓ Google UX Design Certificate, Coursera, Online   **April 2022**

PROFESSIONAL EXPERIENCE

Freelance Web & UX Designer | *Action Technical Consulting Inc.*   **September – December 2023**
(ATC Inc.) is an independent contracting company in Seattle, WA offering LabVIEW and engineering services to businesses in greater Seattle and across the country.

Initiated user research by conducting moderated usability study of current* website design with four participants following a procedure of prepared questions and guided user testing. Developed user journey maps and personas developed upon usability study insights. Sketched and built initial wireframes based on those insights. Generated into working prototypes and conducted new usability study with same participants. Iterated on designs based on new insights. Shared user-informed designs with client for approval. With client approval built website in Webflow based on finalized designs optimizing for responsive design practices. Set up server and web hosting and published finished website. ***Highlights include:***

- ✓ Conducted moderated user usability testing to improve design functionality and accessibility.
- ✓ Developed wireframes and prototypes in Figma following AGILE workflow and iterative design processes based upon research data from user testing.
- ✓ Built website in Webflow, optimized images in Photoshop, wrote text content, published site to server.
- ✓ Tools used across project: Webflow, Figma, Excel, Photoshop.

https://brianfrederickportfolio.webflow.io/