

Atlas Coltrain

Product Designer

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Experience

BluSafe Safety Training, Atlanta, GA

March 2025 – Present

Frontend Web Developer (Contract)

- Designed a website that emphasizes privacy, safety, security in Wix
- Designed and integrated a e-commerce platform increasing retention by 15%
- Created a brand guide resulting in a 25% reduction in development time for new projects
- Optimized website accessibility features, ensuring compliance with WCAG 2.1 standards and increasing site usability scores by 30%

Interdisciplinary Media Arts Center, Atlanta, GA

October 2023 – August 2024

Project Manager

- Collaborated with an interdisciplinary team of 4 to design and develop an interactive research project using p5.js that received 2 grants from Sustainability Next and iPat resulting in \$45,000 in funding
- Transformed promotional materials through innovative approaches targeting optimal UX, resulting in 25% increase in event inquiries and uncovering critical attendee motivations which led to refined marketing tactics for future initiatives

Delta Air Lines, Atlanta, GA

January 2022 – October 2023

UX/UI Design Co-Op Intern

- Launched a series of wireframes and style guides for 6 mobile iOS apps; these resources have been adopted by cross-functional teams, resulting in a collaborative design process that improved project outcomes.
- Hosted 3+ user research events and A/B testing sessions resulting in a 60% increase in audience engagement
- Maintained usability and accessibility standards in partnership with visual and interface design principles

Effective Team Dynamics, Atlanta, GA

March 2022 – May 2023

Front End Development Intern

- Created a style guide with screen layouts, color palettes, typography, user interface elements, and icons to establish a brand identity resulting in a professional and cohesive appearance
- Created visual designs that effectively communicate experience goals, product function, and brand identity

Comcast, Philadelphia, PA

May 2022 – August 2022

Product UX Design Intern

- Designed B2B SaaS marketplace by utilizing style guides and creating wireframes, interactive prototypes, mockups, and information hierarchy
- Participated in 2 user research and testing sessions to optimize and refine concepts

Georgia Tech Office of Information Technology, Atlanta GA

May 2021 – May 2022

Web Development & UX/UI Design Intern

- Led a team of designers to update 15+ campus-wide organization websites through wireframing
- Designed systems for people without technical backgrounds to manage content

Education

Georgia Institute of Technology

Bachelor of Science Computational Media | Concentration: Interaction Design & Media | Highest Honors

University of Limerick

Creative Media and Interaction Design Program

Skills

Design | UI Design, UX Design, App Design, Branding, Prototyping, Wireframing, User Research

Development | HTML, CSS, React, Drupal, WordPress, Responsive Development

Toolkit | Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, VSCode, Git/Github