BRITTANY BELLANCA

User Experience Designer

End-to-end experience and visual designer crafting user-centered, intuitive solutions through iterative design strategies. Holds B.S. in psychology and M.A. in online communications leading to a strong sense of empathy and love of data-driven research fueling design decisions.

✉ Upon contact

📞 Upon contact

🌐 brittanybellanca.com

in linkedin.com/in/brittanybellanca

📍 Orlando, FL (Remote or Hybrid)

PROFESSIONAL EXPERIENCE

Freelance UX Designer
January 2022 — Present

Beauty and the Babes | Remote • Denver, CO

Beauty and the Babes provides on-location hair and makeup artists for weddings and events.

- Conducted a variety of UX research methods to evaluate the current-state of the website including heuristic evaluation, competitive analysis, usability testing, and user interviews
- Examined available analytics including Google Analytics and Google Ads to uncover opportunities for both usability improvement and business profitability
- Established research-based persona and requirements to drive ideation activities and possible solutions which increased in fidelity to an interactive prototype for usability testing and solution optimization
- Prepared stakeholder takeaway document describing work that was done in quick, easy-to-understand terminology and presented evidence-based recommendations for website updates

UX Design Curriculum Developer & Instructor
July 2021 — Present

DigitalCrafts | Remote • Atlanta, GA

DigitalCrafts offers remote bootcamp-style courses in Web Development, UX Design and Cybersecurity.

- Crafted initial curriculum, lessons, exercises, and projects for new course offering featuring the major pillars of UX Design including, but not limited to: how the web works, visual design, qualitative and quantitative research, information architecture, interaction design, product design, and design thinking
- Launched, taught, and graduated the first cohort of students with 100% success rate
- Embodied growth mindset as I captured student and stakeholder feedback, organized it, and used it to fuel future iterations of course work and activities
- Led initiative to implement new mastery-based grading system which more accurately reflects and informs the student's learning progress and achievement

Senior Web Designer
October 2018 – June 2021

Popmenu, Inc | Remote • Atlanta, GA

Popmenu creates easy-to-use restaurant technology solutions that attract and engage guests, drive more transactions, and build long-term guest loyalty.

- Carefully selected digital strategy and designed hundreds of user-friendly restaurant websites to satisfy both visitor and client needs — from small mom & pop shops to large nationwide chains
- Created and maintained a library of over 30 website themes & templates which helped in reducing time-to-launch by over 60%
- Fostered skill growth in 10+ contract designers via error tracking implementation which led to evidence-based decisions for intervention or promotion
- Pioneered client experience team's use of Monday.com for project management containing up to 400 clients at any given time ultimately leading to an increase in cross-functional team communication
- Helped develop wireframes, mockups, and interactive prototypes for future product ideas
- Won "Make Others Shine" Award for uplifting others and encouraging client experience team members to persevere in problem solving

EDUCATION

M.A. Mass Communication

University of Florida | Gainesville, FL

- Specialization Web Design & Online Communications
- Graduate with Distinction (4.0 GPA)

Digital & Interactive Media Design Certificate

Seminole State College of Florida | Lake Mary, FL

B.S. Psychology

University of Central Florida | Orlando, FL

SKILLS & TOOLS

Experience Design

- Persona Development
- Customer Journey Mapping
- User Flows
- Feature Prioritization
- Wireframes & Mockups
- Responsive Web Design
- Paper Prototyping
- Interactive Prototyping
- Figma, Adobe XD, Sketch, InVision
- Miro and Figjam

Visual Design

- Brand Design & Application
- Accessibility
- Adobe CC including Photoshop, Illustrator, and InDesign
- Canva, Adobe CC Express

PROFESSIONAL EXPERIENCE — CONTINUED

Instructional Designer & Educator
January 2017 – June 2018

Seminole County Public Schools (PSI High) | Sanford, FL

PSI High is an immersive, full-time program where students work to solve real community, business, and social problems

- Collaborated with three-person team to build and launch a new model of education from the ideation stage all the way to the actual running of the program

- Partnered with key stakeholders including students, staff, and community leaders to create a final product that met the needs of students in a truly innovative and engaging way

- Taught students the design thinking process through authentic problems that required innovative solutions that were applied both within the school and community

Educator
August 2012 – June 2019

Lake Mary High School | Lake Mary, FL

Lake Mary High School is a public high school in Seminole County, Florida serving over 2800 students annually. I taught courses in AP Psychology, Economics, and Mathematics.

- Created and delivered instruction to groups of up to 34 students in fast-paced, deadline-driven environment where I was evaluated as Highly Effective during six out of seven years of service

- Curated, tested, and revised toolbox of teaching strategies that encouraged student success; examples include project-based learning and mastery-based grading

- Prepared curriculum for workshops and coached adult learners on a variety of topics including innovative digital technologies and classroom management strategies

PROFESSIONAL CONTRIBUTIONS

Do UX Designers Need to Know How to Code?
August 2021

Course Report Article

Course Report is a 3rd-party review website for immersive technology education.

- A UX designer does not need to know how to code, but a UX designer does need to understand the code that goes into product development. Since both developers and designers work together on product teams, they should speak each other's language. That shared fluency enhances the team dynamic and the product creation, making everything more seamless.

SKILLS & TOOLS

Research
- Surveys
- Heuristic Evaluation
- Competitive Analysis
- User Interviews
- Usability Testing
- Card Sorting
- Tree Testing
- UXtweak, Maze, Optimal Workshop
- User Interviews Recruitment
- Google Analytics

Front-End Development
- HTML, CSS, Sass, JS
- Search Engine Optimization (SEO)
- Bootstrap
- Webflow
- GitHub