

Brett Kaplan

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Education

Springboard

Certified UX Course, 2020

University of Rhode Island

BA, Communication Studies
2014

Skills

Interaction

User research
Wireframing
Prototyping
Usability testing

Visual

UI Design
Micro-interactions
Sketching

Software

Photoshop
Illustrator
Adobe XD
Sketch
InVision
Figma
JIRA/Confluence

Coding

HTML
CSS
SASS
Javascript
jQuery

UX designer with experience in web & mobile application design. Achieved increase in user satisfaction and conversions through the creation of interactively tested, data-driven, and user-centered design. From inception to design, I strive to challenge my own design process by learning new skills and technologies to create the most compelling product

Design Experience

Activision

2020

UX Designer / Production Specialist

- Create and execute A/B, Multivariate tests
- Identify KPIs for tests to optimize sites further
- Deliver user-centered, mocks and wireframes
- Collaborate with CRM, audience, and marketing teams to implement testing
- Coordinate with Front-End team to create experiences for tests

SPOT App

2020

UX Designer

- Designed, prototyped, & shipped an LMS (Learning Management System) for mobile application
- Lead moderated usability testing to gain insight into LMS feature feedback.
- Worked with Lead Designer & C-level stakeholders on design strategy

RELAYTO

2020

UX Consultant

- Consulted on UX best practices and UI design for presentation platform
- Created hi-fidelity wireframes for redesigned interface of their platform
- Implemented micro-interactions for hi-fi wireframe prototype

Live Nation Entertainment

2019

Marketing Coordinator

- Project Lead for UX testing of new mobile campaign platform including
- Own the day-to-day execution of email for Live Nation National Touring Division; including content development, segmentation, QA and deployment
- Track and analyze KPIs to improve customer retention and lifetime value