Brett Kaplan

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Education

Springboard Certified UX Course
2020

University of Rhode Island
BA, Communication Studies
2014

I am dedicated to crafting experiences for users that are genuine, empathetic, and are guided by my passion for design and innovation. From inception to design, I strive to challenge my own design process by learning new skills and technologies to create the most compelling product

Experience

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

Springboard   2020
UX Designer

• Researched, designed, and prototyped a sports streaming app from scratch
• Ran usability testing rounds, user interviews, and built style guide for app
• Sketched and created UI for an interface for dog adoption startup

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

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

Skills

Interaction	Visual	Software	Coding
User research	UI Design	Adobe Suite	HTML
Wireframing	Micro-interactions	Sketch	CSS
Prototyping	Sketching	InVision	Javascript
User testing		Figma	jQuery
		JIRA/Confluence	