

brandy fortune

MOBILE (678) 602-0276 • E-MAIL brandy@brandyfortune.com

OBJECTIVE To obtain a position where I can apply my breadth of experience in interaction design, usability methodologies and information architecture.

EDUCATION **Reinhardt University & Art Institute of Atlanta**
Bachelors of Arts in Organizational Leadership
Associates of Multimedia & Web Design

SKILLS Information architecture, usability testing, interface design, participatory design, user experience design, wireframes, taxonomies, user personas, user stories, layout, typography, graphic design, iterative design. Adobe CS Creative Suite, CSS, HTML and JavaScript.

HIGHLIGHTS I began my career creating websites in 1998, developing experience prototypes for Autotrader.com while attending college at the Art Institute of Atlanta • By 2002, I was creating XHTML and CSS2 for Cingular.com, one of the first commercial companies to embrace the updated standard • In 2007, I was invited to speak at WebDU on the topic of "Usability for Designers & Developers." • I have attended many conferences including HOW Design, Adobe MAX, webDU in Australia as well as Jakob Nielsen's NN/g Usability Week in San Francisco.

EXPERIENCE **Freelance** **2013 – 2015**
Worked for companies such as: Edelman, Knitty, Egghead.io
Wireframes • User Experience consulting • Mobile first site re-designs • Responsive HTML5.

Unboxed - User Experience & Information Architecture **2013**
Responsible for establishing usability and user experience best practices for use throughout the company. • Ensured each team members completed projects correctly and on time. • Created interaction and wireframe designs for tablet-based sales applications. • Created in-depth wireframe documents based on user stories for Social LMS (Learning Management System).

Petite Purls - Co-Owner **2009 – 2013**
Developed the brand and online presence for the magazine, published quarterly. • Responsible for logo creation and all graphic design including the production of HTML, CSS, JavaScript and photography as well as image editing. • Analytics: Over 5.5 million sessions in total, averaging 100,000 sessions per month. 3.5 million users with over 12 million page views. • Revenue generated by ad sales.

AT&T Mobility - User Experience & Information Architecture **2001 – 2010**
Created wireframes and interface designs for enterprise-level ecommerce customer-facing sites, mobile applications, kiosks, point-of-sale applications, IVRs, intranet, content management systems and site taxonomies • Facilitated usability testing in call-centers and company stores in multiple locations across the country, delivering comprehensive results to key stakeholders •

Created screen redesigns to address usability findings as well as presentations to address findings

- Design initiatives included the following; E-store, intranet, portal, content management systems, logo design, photo editing, navigation design, template design, application design.

Faucett New Media - Sr. Site Architect

January 2000 – January 2001

Completed front-end coding, interacting with PHP and .NET developers and designers, as all site content was database driven • Worked with PM to ensure each team member implemented projects correctly.

Autotrader.com - Web Developer

November 1998 – December

1999

Created and managed multiple versions of large HTML prototypes, working directly with Martin Krohne, focusing on usability best practices and iterative design.

Freelance Multimedia and Interactive Work

1998 – 2000

Worked for companies such as Caribiner International, Mindspring and 360i.com • Created animated marketing content in flash, freehand and illustrator • Assisted art director with adobe flash and adobe director development as well as creating graphics for interactive applications • Updated HTML websites using basic text editors.