

Bridget Fagan

UX Researcher and Designer

linkedin.com/in/bridgetfagan
847-852-6437
hello@bridgetfagandesign.com
www.bridgetfagandesign.com

Experience

UX Researcher, Minneapolis, MN — *Best Buy*

May 2019 – Present

- Led stakeholder kickoff sessions to align on research questions, assumptions, business goals, project timelines, and benchmarks.
- Iterated in 4 - 6 week agile cadences with designers, project managers, and developers to deliver experiences that met employees' needs.
- Applied a mix of qualitative and quantitative research methodologies (including in-person / remote interviews) to identify employee pain points.
- Delivered recommendations that helped lead to a 50-90% reduction in software task time and more successful product launches.

UX Researcher and Designer, remote — *Newsela*

Mar 2019 – Aug 2019

- Designed the interactive prototype and wireframes for the updated Newsela Educator Center which launched in August of 2019.
- Facilitated usability tests and interviews with teachers to iterate on design concepts for the Educator Center prototype.
- Collaborated remotely with the product team, content writers, and dev to clarify scope, teach out research findings, and iterate on design.

UX Designer, remote — *Walama Restoration Project*

Nov 2018 – Mar 2019

- Interviewed users to discover pain points, challenges, and motivations with navigating Walama's website.
- Executed research activities using a variety of research methods and tools to understand client and user needs.
- Created and designed a new information architecture structure for the site in collaboration with representatives from the Walama Restoration Project.
- Assisted with Wordpress troubleshooting and questions.

Educator and Curriculum Designer, remote — *Break Into English*

May 2017 – Mar 2019

- Re-evaluated curriculum design solutions for strengths, weaknesses, effectiveness, and student satisfaction.
- Identified students' language difficulties and goals in order to design tailored activities to help improve language acquisition.

Skills

UX Strategy
User research + Data synthesis
Wireframing + Prototyping
Usability testing
HTML, CSS, JavaScript

Tools

User Testing, User Zoom
Sketch
Figma
Adobe Photoshop
InVision, Marvel App
Google Analytics

Education

Northern Illinois University
B.A. | 2010

Designlab
UX Design Academy

EdX, Georgia Tech
Human Computer Interaction
Professional Certificate

References

Polly Ng
Head of Product Design
polly.ng@newsela.com

Maya Goklany
Outreach Coordinator
maya@walamarestoration.org