

# Brooks Tiffany

✉ brooks.t.tiffany@gmail.com | 🌐 [brooks-tiffany.com](https://brooks-tiffany.com) | 💼 [LinkedIn](#) | 📞 540-223-8561 | 📍 Alexandria, VA

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Results-driven UI/UX Designer with 7+ years of expertise in creating impactful, user-centric digital experiences for millions of users across government, healthcare, and startup sectors. Skilled in wireframing, prototyping, and comprehensive user research. Adept at applying design systems and accessibility standards (USWDS, WCAG, Section 508). Proficient with Figma, Adobe XD, and Sketch. Experienced in Agile/Scrum collaboration. Combines working knowledge of front-end web development (HTML/CSS, JavaScript, React) with excellent problem-solving and communication abilities.

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## Professional Experience

### UX Designer | Internal Revenue Service | Washington D.C. | April 2024 - Present

- Successfully contributed to and managed major UX initiatives for millions of users, emphasizing cross-team collaboration on large-scale government projects.
- Led UX design modernization for critical IRS programs like Free File and EIN while ensuring adherence to USWDS standards and enhancing the digital experience for millions of taxpayers.
- Helped lead major Figma transition, establishing best practices, building design system libraries, and hosting office hours, preventing work stoppages across the User Experience Services team.
- Collaborated with cross-functional teams and stakeholders on IRS.gov redesign, leveraging Agile/Scrum to rapidly develop user-centered design solutions.
- Leveraged AI tools to reduce research and design iteration time by 50%, improving overall team efficiency and delivering solutions ahead of schedule for multiple projects under tight deadlines.
- Partnered with researchers, developers, and content strategists to deliver user-centered solutions that comply with WCAG and Section 508 accessibility standards.

### Career Break | March 2022 - March 2024

- Strategically planned career break to focus on personal development and re-entry into the UX field, leveraging independent projects to refine UX design, research and web development skills. Maintained temporary employment during this period while successfully securing a UX Designer role at the IRS after a comprehensive nine-month hiring process.

### UX Researcher | Kaiser Permanente | Seattle, WA | June 2017 - February 2022

- Spearheaded the end-to-end UX research and design of a mobile app, from initial concept to field testing interactive prototype to final handoff, demonstrating full product lifecycle experience.
- Led UX research across 10+ projects, synthesizing complex findings into actionable insights that improved product decisions and helped secure hundreds of thousands of dollars in funding.
- Designed an innovative, cost-effective field testing method for a mobile app, improving user feedback accuracy, increasing data collection efficiency achieving 100% test completion rate.
- Conducted usability tests and facilitated large focus groups, providing critical insights through human-centered design methods to bolster multiple published, peer-reviewed research papers.

- Created high-impact visual materials and interactive prototypes (e.g., mockups, flowcharts, presentations) to communicate design concepts and research findings.
- Displayed technical versatility by stepping outside of usual role to fill critical programming vacancies, removing blockers and allowing three different projects to move forward on schedule.

#### **Support Lecturer | University of Washington | Seattle, WA | April 2019 - June 2019**

- Seasonal position; collaborated to develop and deliver engaging course materials, applying human-centered design principles to enhance student learning.
- Facilitated interactive class discussions, guiding students in human-centered design methodologies and providing constructive feedback on projects.

#### **Customer Care Manager | Heyo | Blacksburg, VA | January 2014 - June 2016**

- Managed customer care team, serving as a liaison between customers and the development team to communicate user-reported issues and advocate for product improvements.

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## **Education**

### **University of Washington | 2021**

Certificate, Full Stack Web Development

### **University of Washington | 2016-2018**

Master of Science, Human Centered Design and Engineering

### **Virginia Tech | 2010-2013**

Bachelor of Arts, English

### **Community College of the Air Force | 2005-2009**

Associates of Applied Science, Aircraft Armament Systems

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## **Skills & Tools**

### **UX Design**

- Wireframing, Prototyping, User Flows, UI Design, Interaction Design, Responsive Design, Visual Communication, Design Systems, Accessibility, Information Architecture, UX Writing

### **UX Research**

- Usability Testing, User Interviews, Focus Groups, Workshops, Heuristic Evaluation, Competitive Analysis, Data Synthesis, Qualitative & Quantitative Methods, Statistical Analysis

### **Technology**

- **Design & Prototyping:** Figma, FigJam, Sketch, Adobe XD, Adobe Creative Cloud
- **Web Technologies:** HTML/CSS, JavaScript, React, Tailwind, Bootstrap, Visual Studio Code
- **Version Control:** Git (GitHub, GitLab), Branching, Merging, Pull Requests, Code Review
- **Project & Collaboration:** Jira, Trello, Microsoft Teams, Sharepoint
- **AI Tools:** ChatGPT, Gemini, NotebookLM, AI Code Generation Tools (Copilot, Lovable)