# Brittany Estes-Garcia

UX/UI Designer | Design for Good

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## ABOUT ME

I think the most important factor in design is empathy and I let my love of people lead the way. I'm especially passionate about design for good, and hope to teach design someday as well.

I came to UX/UI design after my mom passed away. I took care of her affairs from 2018-2020. She really showed me that "life is too short" is more than just a saying and that following your passions is important. I'm a natural problem solver, have always loved tech, and am a creative person. With my background in sociology and digital marketing, I have a lot of relevant skills to offer as well.

## EXPERIENCE

**Estes-Garcia Consulting**
*UX/UI Designer*
Jan 2020-Present

- Worked with a developer to create incredible digital experiences including digital marketing and strategy and app and web design, redesign, and maintenance
- Current projects include a visitor management application for Any Lab Test Now San Antonio - goals are to improve the efficiency of the current system, provide marketing data to the business owners, and strengthen customer retention
- Another project is a website redesign for Thrive Youth Center to increase donations and make the navigation more intuitive
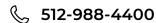
**Outings & Adventures**
*Social Media Marketing Team Lead |*
*Social Media Marketing Intern*
Oct 2016-Nov 2017

- Successfully directed and trained a team of 4-6 individuals, increasing efficiency, communication, and functionality of the team
- Designed and executed social media content strategy, which yielded 117% higher page views, 194% higher engagement, 169% higher reach, 84% higher page likes, and 86% higher actions
- Used content marketing and graphic design skills to create quality images
- Helped to increase MailChimp eNewsletter registrations by 19%

## AWARDS

**Women in Tech Scholarship** - Springboard (2020)
**Edie Windsor Tech Scholarship** - Lesbians Who Tech (2019)

## EDUCATION

2020 - 2022 • **Tulane University**
*Digital Design (Interactive Design)* - 4.0

2020-2021 • **Springboard**
*UX/UI Program*

2014 - 2016 • **University of Texas**
*B.A. Sociology Honors* - 3.9

## UX/UI PROJECTS

**Motivatask -** A motivational productivity app created around science that helps users reach the finish line and feel great while doing it

**Twinkie's Place -** A tool that connects people with shelter dogs either for adoption or sponsorship

## SKILLS

**UX/UI Design**
Design Thinking
User Research
Information Architecture
Sketching
Wireframing
Prototyping
User Testing
Visual Design

**Tools**
Sketch
Figma
InVision
The Adobe Creative Suite

**Other Skills**
HTML
CSS
JavaScript
Photography
Digital Marketing
Social Media Marketing