

Summary

With a foundation in both graphic design and UI/UX principles, I am passionate about creating visually compelling and user-centric designs. My experience encompasses collaborating with cross-functional teams to deliver projects that meet user requirements while aligning with brand objectives.

Skills

- **Design Tools:** Adobe Creative Suite, Figma, XD, Illustrator, Photoshop, InDesign
- **UI/UX Design:** User-Centered Design (UCD), Wireframing, Prototyping, User Research, User Flows
- **Brand & Art Direction:** Typography, Color Theory, Iconography, Art Direction
- **Graphic Design:** Marketing Materials, Presentations, Digital Marketing Assets
- **Coding:** HTML & CSS, JavaScript, Typescript, SQL
- **Research & Strategy:** A/B Testing, Design Thinking, UX Research
- **Communication:** Strong written and verbal communication, Presentation Skills
- **Collaboration:** Teamwork, Cross-functional Collaboration

Education

- 07/2021 - 02/2022
Full-Stack Developer Certificate
Southern Methodist University (SMU), Dallas
- 09/2014 - 05/2016
Graphic Design, AAS
Collin College, Associates Program, Plano

Certificates

- 11/2022 - 01/2023
Google Professional Certificate UX Design
Coursera, Google Certificate Program
- 08/2022 - 10/2022
Foundations of User Experience (UX) Design
Coursera, Google Certificate Program
- 07/2021 - 02/2022
Full-Stack Developer
SMU, Certificate Program, Dallas
- 09/2014 - 05/2016
Graphic Print Design
Collin College, Certificate Program, Plano

Experience

02/2022 - 01/2024

UI/UX Designer

Evolon Technology, Dallas, TX

- Led redesign initiatives for four distinct products, revitalizing the entire product suite.
- Collaborated with cross-functional teams to define and implement design strategies aligned with business objectives.
- Developed wireframes, prototypes, and high-fidelity UI designs using Adobe Creative Suite and Figma.
- Facilitated design workshops and brainstorming sessions, fostering innovation within the development team.
- Directed testing initiatives for AI-powered products, driving quality assurance through end-to-end automated testing.

01/2020 - 2/2022

Graphic Designer/Technical

T-Tycoon Solutions, Garland, TX

- Managed the design and implementation of multiple websites and applications, ensuring responsiveness and compliance with 508 and US Web Design System (USWDS) standards.
- Led user research and analysis phases to inform design decisions and address UX issues, resulting in improved user engagement and satisfaction.
- Mentored junior designers, fostering a collaborative and innovative design culture within the team.

02/2019 - 12/2019

Graphic Designer/Graphic Artist

Tiger Blue, Plano, TX

- Designed and developed web and mobile applications from scratch, focusing on user goals and business requirements.
- Evaluated existing systems to identify UX issues and developed recommendations to enhance user experiences.
- Implemented rapid customer feedback loops to inform design at critical stages, ensuring alignment with user needs and project goals.

Additional Information

- Experience in Agile Methodologies and Design Thinking.
- Design Guidelines & Standards, Design Trend Awareness
- Working knowledge of Word, Excel, Data Visualization, Microsoft Office Suite, and other common software platforms.
- Strong portfolio showcasing visual design skills, human-centered design practices, Case Studies, and responsive designs.
- Expertise in creating design systems and reusable component libraries.

Social Links

- <https://www.vsbportfolio.com/>
- www.linkedin.com/in/valerie-brisendine-b53238a3
- <https://valerie-brisendine-o8fs.squarespace.com>
- <https://github.com/VbProglobyte>