Brittany Nowicki

UI/UX Designer | Creative problem-solver with an affinity for simplicity and human connection; marrying cross-industry expertise to engineer beautiful and successful digital experiences through a user-centered design approach

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EDUCATION

Rutgers University, New Brunswick — *MBS, User Experience Design*

GRADUATION: JANUARY 2019

Rutgers University, New Brunswick — *BS, Environmental & Business Economics*

GRADUATION: MAY 2014

EXPERIENCE

Aptiviti, NYC, NY — *UI/UX Intern*

MAY 2019 - PRESENT

Work collaboratively with UX Lead and Dev team in preparation for the release of RAMP, fin-tech expert-network, responsive web platform and suite of products
• Designed consumer-facing UI & interactions for product 'search' feature
• Create low to high-fidelity, responsive UI & prototypes for RAMP native app to web transition including interactions & copy
• Assist in the website architecture planning and implementation
• Write content for public-facing webpages and newsletters

LaMaster Electrical, LLC, Freelance — *UI/ Web Design*

FEBRUARY 2019 - MAY 2019

• Designed high-fidelity wireframes, prototypes and style guides for future website development; used Zeplin to handoff designs to developer

CarpoolWorld, New Brunswick, NJ — *UX Intern (practicum)*

MAY 2018 - AUGUST 2018

Worked with a team to perform user research, mobile app redesign, and A/B testing of web to mobile app transition
• Collaborated with client on project objectives and present deliverables
• Facilitated user research and focused product vision
• Developed personas and user journey map based on research findings
• Created wireframes and hi-fidelity mockups based on clients KPIs

Rutgers University, Camden NJ — *Conference Coordinator*

SEPTEMBER 2016 - SEPTEMBER 2018

• Managed, coordinated, and facilitated over 2,500 non-academic events' logistics from conception to completion

Montclair University, Montclair NJ — *Program Associate, Dean's Office*

NOVEMBER 2014 - SEPTEMBER 2016

• Curated logistics for Associate Dean's schedule, budgetary & HR functions, and conferences & events for the College of Education and Human Services

UX COURSE WORK

• User Experience Design
• Visual Design
• Usability Testing
• Information Architecture
• Data Visualization
• Human Information Behavior
• Mobile App Development

SKILLS

DESIGN
• UI - Hi-Fidelity Mockups
• Interaction Design
• Wireframes
• Prototyping
• Rapid Ideation
• Knowledge of HTML/CSS

UX RESEARCH
• User Interviews
• Requirement Gathering
• Competitive Analysis
• Heuristic Evaluation
• Survey Design
• Personas
• Usability Testing

INFORMATION ARCHITECTURE
• Site Maps
• User Flow
• User Stories
• Card Sort Test
• Tree Jack Test
• Platform Analysis

SOFTWARE
• Sketch • Zeplin
• Adobe Creative Suite
   (XD, Photoshop, Illustrator, CC)
• Invision • Framer • Figma
• Wordpress
• Google Analytics