CONTACT ME

📞 678-232-4959

✉️ haliberrydesigns@gmail.com

🔖 haliberrydesigns.com

SKILLS

Team Leadership & Management
User Experience Design
Responsive Design
Interaction Design
Information Architecture
Competitive Evaluations
User Interface Design
Mobile App Design
Email Management
Email/Web Template Design & Development
Wireframing & Prototyping
HTML/CSS
Adobe Creative Suite
Microsoft Office Suite
Sketch
InVision
Figma

EDUCATION & CERTIFICATIONS

Bachelors of Fine Arts: Web Design & Interactive Media
2011
The Art Institute of Atlanta

Human-Computer Interaction for User Experience Design Certification
2018
MIT Computer Science and Artificial Intelligence Laboratory (CSAIL)

AWARDS

Hackathon Winner - 2017 & 2018
CareerBuilder

Gold Award - 2009 & 2010 Web Design
Georgia School Public Relations Association

HALI BERRY

User Experience Designer

I am a highly experienced UX Designer and Team Lead who specializes in creating user-friendly websites, engaging mobile apps and awesome emails. I excel in helping clients achieve their user-first goals and am always striving to grow, learn and try something new.

WORK EXPERIENCE

PRODUCT DESIGNER

Farmers Insurance • Remote • October 2022 - August 2023

- Designed and developed wireframes and interactive prototypes to demonstrate product ideas and features to stakeholders
- Collaborated with engineering, marketing, and sales teams to ensure product designs met all requirements
- Researched current market trends and competitive products to ensure designs meet consumer needs
- Created user flows and storyboards to illustrate the user journey and ensure a seamless user experience

SENIOR UX DESIGNER

turn.ai • Remote • April 2022 - August 2022

- Designed conceptual diagrams, wireframes, detailed visual mockups and prototypes
- Created and implemented high-level design strategies and detailed interaction behaviors
- Collaborated with cross-functional teams including product managers, developers/engineers and designers
- Supported the creation and ongoing use of a style guide for the company
- Advocate for the customer and user-centered designs across the company

UX TEAM LEAD

CareerBuilder • Norcross, GA • Dec. 2018 - April 2022

- Led a team of 5 designers (including two international team members) while also hiring, mentoring and managed projects on the UX Team, both international and domestic
- Created wireframes, mockups, design interactions and flows; and assisted in the development of UI/UX prototypes for testing
- Worked closely with cross-functional teams including engineers/developers, product managers and product directors to ensure the best user experience
- Followed a user-centered approach by considering market analysis, customer feedback, in-depth site analytics and user research findings; while achieving buy-in from business, engineering and executive teams
- Assisted in the creation and implementation of an interactive style guide to be used in the ongoing development of new features and extension of existing UX designs
- Created, managed, and led project designs from start to finish
- Created and managed project schedules, strategic plan implementation while driving product conistency and innovation throughout my team

INTERACTION DESIGNER

CareerBuilder • Norcross, GA • March 2016 - Dec. 2018

- Created reusable email processes, components and tools that were leveraged into 48 other projects that assisted the development process
- Updated, redesigned and developed user experiences for CareerBuilder's consumer email campaigns as well as international and internal email campaigns
- Significantly contributed to style guide creation and documentation to maintain coherent information and interaction design patterns
- Designed wireframes and compositions for new web, mobile and email projects
- Conducted usability testing and post-deployment evaluations to measure user experience success and drive continuous improvement
- Designed the gamification process for the company's AR mobile app, as well as the AR map view

FRONT-END DEVELOPER

Luckie & Company • Duluth, GA • 2015

- Developed responsive email templates for the company and clients
- Managed A/B testing of email template designs, copy and subject lines
- Assisted the Director of Digital Marketing in analyzing key email performance indicators for improved results
- Managed subscriber data, import and segmentation using a combination of data tools and database queries

WEB ADMINISTRATOR

eSECURITEL, LLC (BrightStar) • Alpharetta, GA • 2013 - 2015

- Developed, designed and implemented responsive web templates
- Managed content on DNN CMS for 57 client portals
- Oversaw transactional and marketing email campaigns
- Designed responsive email templates
- Documented transactional email usage and best practices for the company

MULTIMEDIA DESIGNER

OMNIMETRIX, LLC • Buford, GA • 2012 - 2013

- Managed and designed the email marketing campaigns for the company
- Designed and developed a new user interface for a custom admin portal
- Maintained marketing website
- Designed and developed a dashboard informational system for easy-to-read data monitoring

WEB DESIGNER & MANAGER

Forsyth County Public Schools • Cumming, GA • 2005 - 2012

- Executed social media adaptation with Facebook and Twitter accounts for the 35 schools within the district
- Developed new webpage templates for the school district and 35 individual school sites (three redesigns over five years)
- Maintained the Content Management System
- Trained IT staff to create and maintain the website for their assigned school (35 schools)
- Developed the Online Education webpages for students enrolled in the Georgia Virtual School