

Brittani Riley

SENIOR PRODUCT DESIGNER | UX & UI

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An innovative, organized creative design professional with 12+ years experience crafting data-driven, user-centered digital solutions. Skilled and accomplished in leading end-to-end design, cross-functional agile collaboration, and complex creative problem-solving.

AWARDED
Designer of the Year
Rochester Business Journal, 2016

EDUCATION

Rochester Institute of Technology
New Media Design
Bachelor's Degree

SKILLS & TOOLS

UX Design & UI Design	Agile Methodology	Rapid Prototyping
Product Design	Sketch/Figma	HTML/CSS/Material
User Research/Testing	Adobe Creative Suite	Design Systems
Design Leadership	Microsoft Office	Confluence/Jira

Dec 2023 **ICF NEXT**

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Present **Senior User Experience Designer**

Leading UX design and strategy on complex federal government projects. Synthesizing stakeholder input/data to inform design strategy and increase operational efficiency. Working closely with research and technology partners while designing, testing, documenting, and implementing successful solutions.

Jul 2021 **GENERAL MOTORS**

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Dec 2023 **Product Designer**

Innovated the in-vehicle e-comm and service experiences across all GM brands. Crafted experiences for ~6m new vehicles annually + backcast to millions more. Fostered cross-functional collaboration and balanced user needs with technical constraints, regulations, and business objectives to solve complex problems efficiently.

Jan 2006 **SWAYMAKE**

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Dec 2023 **Owner, Freelance**

Supported 10+ national clients, including start-ups and small businesses. Carried projects from strategy/planning to implementation, including designing, developing, and maintaining websites, advertisements, and product/service launches. Measurably increased engagement, sales, and service adoption at each client level.

Jul 2020 **REALTRUCK.COM**

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Jul 2021 **UX/UI Designer**

Led UI/UX for several e-commerce properties, netting \$20m+ monthly. Established a design system simplifying feature roll-out and consistency across 300+ brands and 350k+ products. Organized, prototyped, and presented designs/requirements. Led design of RapidShip, driving sales of in-stock inventory via same-day shipping.

May 2020 **SKILLSOFT**

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Jul 2020 **User Experience Designer II**

Helped formalize a design system, improving visual consistency across numerous product areas. Assigned to multiple efforts simultaneously, improving existing products and innovating new features. Conducted research, testing, and stakeholder presentations. Created a new standard for documenting UX behavior requirements.

Nov 2017 **PAYCHEX**

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May 2020 **User Experience Designer II**

Led design for 3 cross-functional teams supporting development of a complex new product. Conducted research, benchmarking, and rigorous testing to distill complex data-driven workflows into simple, impactful designs. Addressed user needs effectively via user-centered design principles, boosting target user satisfaction by 200%+.

Jun 2014 **ARCHER COMMUNICATIONS**

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Nov 2017 **Director, Creative/Production** - PROMOTION
Associate Director, Design & Development - PROMOTION
Interactive Designer/Developer

Managed creative assignments for a 10-member team, aligning priorities with project goals and boosting productivity by 63%. Led requirements gathering and project definition, enhancing client satisfaction by exceeding expectations. Crafted innovative designs for high-profile accounts across 10+ diverse industries.