

MARLENABRYCE

UI / UX Designer

www.marlenabryce.com

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+31 (0) 638503776



I am a creative problem solver with a passion for user centered web design; creating intuitive, engaging, user experiences. I have a strong knowledge of front end development and enjoy collaborating with all stakeholders of a project, creating the best experience for the customer.



EXPERIENCE

Non-Profit Projects | 2016-Present

UI / UX Designer, Graphic Designer

All Girls Challenge (Women in STEM) - Flying Bridges, USA:

- Worked on various UX methods including competitive analysis, personas, customer journeys, user flows and wireframes for a women in STEM talent pipeline which was presented at Chi2016.

Join for Joy, Amsterdam:

- Designed the 2016 benefit auction program and menu.
- Currently working on UX strategy for the corporate website to improve engagement and conversion.

eBay Australia | 2013-2015

UX Designer

- Collaborated and led responsive web design experiences for various verticals and localized deals programs with a mobile first approach.
- Increased user engagement on key sales events by collaborating closely with product owner; analyzing page data and through design iterations.
- Engaged directly with customers to validate concepts & designs by conducting usability tests with low and high fidelity prototypes.
- Conducted user research and interviews; developed personas, customer insights and customer journeys.
- Co-developed and facilitated design, ideation and brainwriting workshops.

UX Design Intern (3 months)

- Supported UX Senior Manager on various design projects including the redesign of the localized Groupbuy experience.
- Designed and developed UX toolkits, as a reference for stakeholders to better understand users and research findings of a specific project.

Freelance | 2011-2015

Freelance Designer & Developer

- Designed and developed websites for both agency and client side.
- Presented wireframes, high fidelity mocks and prototypes to clients.
- Created brand identities, collateral, proposals, banners, site graphics and eDMs.

SKILLS

Ideation
Sketching
UI Mock-Ups
Interaction Design
Competitive Analysis
Wireframing
Prototyping
Usability Testing
User Research
Personas
User Flows
Customer Journeys
Front-end Dev
Workshop Facilitation

TOOLS

Photoshop
Illustrator
Invision
Balsamiq
Gliffy
Dreamweaver
Wordpress
CSS
HTML

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EXPERIENCE *continued*

Victoria Signs | 2007-2010

Graphic Designer / Webmaster

- Redesigned, developed and managed company website.
- Managed, designed and produced large scale signage projects, from brief to completion, while working closely with clients on requirements throughout the project.

EDUCATION

Lean Startup and LeanUX Bootcamp 2014 | by Will Evans (TLCLabs + Symplicit), Sydney Australia

Diploma in Web design and Development 2012 | TAFE North Sydney Institute, Sydney Australia

PORTFOLIO

My online portfolio showcasing my recent work can be viewed at www.marlenabryce.com