

# Brittany Vernon | Product Designer

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## SUMMARY

Innovative Product Designer with 5 years of experience in enhancing digital experiences and driving SEO performance in the dental marketing sector. Boosted appointment requests by 20% through strategic website redesigns and coding initiatives. Seeking a Product Designer role to leverage AI and leadership skills in developing customer-centric solutions and driving measurable business outcomes.

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## EXPERIENCE

### Product Designer | UpOnline Dental Marketing

June 2024 - Present, Toronto, Ontario

- Designed and coded websites using HTML, CSS and JavaScript and applied SEO and AI Engine Optimization to improve page keyword rankings by 10 - 50 positions.
- Owned end-to-end enhancement of a dental website's customer experience by leading design updates that resulted in a 20% increase in appointment requests.
- Demonstrated leadership in design discussions with clients and collaborated with team members to define strategy, business objectives and address customer problems.

### Lead UX Designer | Women of Success

February 2024 - September 2025

- Prepared wireframes, user flows, process flows, customer journeys, design systems and other artifacts to effectively communicate interactions and design ideas.
- Published a design system for web developers using HTML, CSS and JavaScript for consistent and accurate webpage development.
- Led client meetings to determine business and product requirements before product launch.

### UX Designer | Home Trust Company

November 2020 - October 2023, Toronto, Ontario

- Contributed to external pilot testing for a B2C and B2B web-based mortgage web application, which increased client retention by 30%.
  - Contributed to the design and development of a digital banking app that decreased new customer enrollment time by 25%.
  - Partnered with Product, Engineering, Digital, Content, and Data teams in an agile environment to define and evolve a clear UX vision and roadmap.
  - Owned the end-to-end design process: from exploratory research to wireframes, prototypes, usability testing, user research and polished high-quality prototypes for digital products.
  - Contributed to the external pilot testing of an app using Rapid Iterative Testing and Evaluation to uncover 80% of critical bugs before launch.
  - Developed interactive prototypes and final UI designs in Sketch for three cross-platform projects to streamline the design iteration process by reducing turnaround time by 40% while improving design consistency across web and mobile platforms.
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## EDUCATION

Certificate in User Experience | Nielsen Norman Group

Bachelor of Arts in Digital Enterprise Management | University of Toronto Mississauga

Certificate in Digital Communication and Multimedia | Sheridan College

Using Python I: Organize and Analyze Data | University of Toronto School of Continuing Studies

Using Python II: Clean, Predict and Inform | University of Toronto School of Continuing Studies

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## SKILLS

A/B Testing, Accessibility Design (WCAG), Design Systems, Figma, Sketch, Adobe XD, Information Architecture (IA), Mockups and Prototyping, Usability Testing, User Acceptance Testing, User Centred Design, UX Research, UI Design, Wireframing, CSS, HTML, JavaScript, SQL, Analytics, Data Cleaning, Data Visualization, Data Validation, Looker Studio, Product design, Team collaboration, Design thinking, Analytical skills, Storytelling, Adobe Suite, Stakeholder Management, Communication

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