EXPERIENCE

Independent UX Design Consultant - Freelance

S. Bracciotti Design Consultancy

Remote, California | Feb 2022—Present

- Independent digital web and UX/UI design consultancy for various independent organizations, nonprofits, and agencies within California

User Experience Designer

Foundation for California Community Colleges

Remote, California | Aug 2022—Sept 2023

- Building out and maintaining diverse customer testing panels of over 500 individuals for iterative customer feedback, testing, and design workshopping.
- Designing large-scale (N=1.4m) customer segmentation surveys for state agency clients in the discovery phase of the design and development cycle.
- Overseeing the development of design artifacts including test plans, journey maps, personas, wireframes, storyboards, among others, to support the utilization of customer and user feedback throughout the iterative design process, and to keep stakeholders informed of project outcomes.
- Create documentation within design artifacts to ensure product and client teams understand customer insights and recommendations in order to design, develop and improve customer experience of products and services.
- Ensuring design artifacts are in plain language and 508 approved prior to handoff to other teams.
- Producing design research artifacts based on iterative customer and user feedback data, including written reports, slide decks, personas, journey maps, site maps, service blueprints, heuristic evaluations, accessibility reports, and content analyses, among others, to engage stakeholders and make data-driven recommendations.
- Optimizing processes and introducing new technologies and software (Asana, Notion, Calendly, Loom) for research and design management, recruitment, and documentation.
- Establishing cross-team relations with other organizations within the Foundation.
- Assisting the User Research Team with moderating and observing user interview research sessions, design ideation, heuristics evaluations, and other research tasks, not limited to, personas, journey mapping, building out codebooks and research repositories, building templates, artifact handoffs, and project onboarding.

Jr. Product Designer

Flipcause

Oakland, CA | Feb 2022—April '2022*

- Conducted competitive market research and auditing rival websites and services to keep Flipcause consistent with existing trends.
- Collected customer insight data from the Flipcause Customer Experience team, and conducted localized user research sessions.
- Mapped user journeys and established personas to troubleshoot customer pain points for design iterations.
- Collaborated on design iterations with Front End development teams and kept positive relations across teams.

- Established best use for interactive web dashboard components and executed designs with validation from customers.

User Experience Designer, contract
The Pride Study
San Francisco, CA I June 2021—August 2021
- Conducted user research interviews and conducted A/B testing sessions to compare different design mockups
- Validated concepts throughout design iterations and usability testing
- Participated in all stakeholder meetings and exercised cohesive teamwork
- Developed content and exercised UX writing within our prototypes to ensure our product language was sound and easy to digest to our target demographics
- Established an accessible design system and color palette to WCAG guidelines

User Experience Designer, contract
The San Francisco School
San Francisco, CA I March 2021—May 2021
- Conducted user interviews with students, parents, and teachers to determine pain points regarding signing up for summer programs
- Validated our research through user testing and found that SFS needed a singular outlet for communications on where and how to sign up for programs
- Developed content and UX writing within our prototype to ensure our product language was sound and easy to digest to parents and students
- We presented lo- and hi-fi mockups in Figma to stakeholders, and worked with a web developer to create an MVP

Content Designer & Digital Strategist
PRxDigital
San Jose, CA | April 2018—August 2021
- Consulted nonprofit and local government clientele on best design practices for websites and printed media.
- Created end-to-end digital marketing plans for social media campaigns.
- Drafted analytics reports in Google Analytics/social media analytics in Hootsuite, and collected data to research market trends and SEO.
- Developed posters, flyers, and other marketing materials to enhance Silicon Valley clientele with the best storytelling experience.
- Wrote, edited, and revised RFPs and directly collaborated with the CEO and VIP in submitting proposals for new business bids.

EDUCATION

Master of Design, Interaction Design | California College of the Arts
UX Bootcamp Certification | DesignLab
Bachelor of Arts, English, Technical Writing | San Jose State University