

# Brian Frederick

UI/UX Designer

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## SUMMARY

UX designer with 4 years of experience working independent and within cross-functional teams. Experienced in fast-paced startup environments – diverse responsibilities, aligning design decisions with business goals, and following UX best practices. Skilled in end-to-end product design, from user research and journey mapping to wireframes, interactive prototypes, and high-fidelity deliverables. Strong collaborative, communication, and leadership skills.

## EXPERIENCE

### Web & UX Designer — Freelance (Various Clients)

Seattle, WA/Remote

Aug 2021 — present

- Conducted usability testing before and after website redesign, identified and reduced user pain points by 90%.
- Optimized SEO and UX, resulting in a 300% increase in web traffic and 3× more customer form submissions.
- Collaborated with stakeholders to define website goals and content strategy aligned with business objectives.
- Designed visual media and graphics: video banners, photo editing, logo & icon design.

### UX Designer — Umee

(Remote) Fairfax, VA.

Aug 2023 — Aug 2024

- Led integration of brand guidelines and design system onto 5 primary app features.
- Defined design system components used throughout the Umee app.
- Collaborated with brand design lead on rebrand project: refining brand identity through research and collaborative visualization exercises. Deliverables include: brand guidelines, and design system.
- Led new dev handoff process of high-fidelity newsfeed deliverable with detailed documentation, saving developer time.
- Designed 3 iterations of newsfeed feature in Figma, refining designs from stakeholder feedback.
- Communicated and led technical strategies with cross-functional teams.

## EDUCATION

### Google UX Design Certificate

April 2022

### University of Washington — Seattle

December 2020

Bachelor of Arts, Drama

3.93 GPA

## SKILLS

UX Design

User Research

Wireframing

Prototyping

Web Design

Product Design

Mobile Design

Content Writing

Graphic Design

A/B Testing

Analytics

Video & Motion Design

## TOOLS

Figma

Trello

Jira

Webflow

Adobe Creative Suite

Davinci Resolve

Illustrator & Photoshop

Google Suite

HTML, CSS, JavaScript

GitHub