

BrettBaeten

UX DESIGNER

Milwaukee, WI

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BrettBaeten.com

Experience

Foxconn Industrial Internet

2018 - Present

UI/UX Designer

In this position I help to develop the visual identity as it relates to the product experience through establishing design guidelines, style guides, and design systems using InVision Studio. I collaborate with stakeholders to identify the business goals and prototype how we can help accomplish those goals using InVision and front-end development frameworks.

Jockey International

2016 - 2018

Associate Web Designer

I held the title of Associate Web Designer where I had the opportunity to work with Marketing, Ecommerce and International divisions to design digital assets. These assets included; email campaigns, site updates, motion graphics, and social media design. A/B testing using Adobe Analytics and Clicktale were tools that were used to empathize with the user.

Education

University of Wisconsin-Milwaukee

2013 - 2017

BFA: Design & Visual Communication

While studying, I had the opportunity to work as a supplemental instructor for *Digital Arts: Culture, Theory, and Practice*. It was my responsibility to help first year students learn the tools associated with digital design. Working together, we focused on critically examining the intersection of art and technology.

Volunteer Experience

Islands of Brilliance

2016 - Present

Design Mentor

I work with a non-profit that is developed for children and young adults on the autism spectrum. Classes are designed to provide students with the focus, socialization, and confidence they often don't experience in traditional educational settings.

Certificates

User Experience: Research & Prototyping

University of California San Diego

Digital Product Management

University of Virginia

Skills

- Wireframing
- Prototyping
- HTML / CSS
- UI Design
- Motion Graphics
- Creative Direction