

Brittany Steiner

Web • UX/UI • Graphic Design

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Client Projects

Remote • Jan 2017 - Current

UX/UI Designer • Flash Foto

Led the branding, user experience, and visual design from concept to completion. Executed research on competitors and target audience, created wireframes, prototypes and user flow, and designed new features to enhance the users experience. Handed off final designs to developers, utilizing Figma.

Website, Print and Package Design • Euka Wellness

Developed a new layout for the shop page to enhance the user experience by sectioning items in categories and adding a quick add to cart button. Designed the blog composition to highlight the recommended blogs at the top, and create clear navigation by adding category tabs. Assisted the marketing team in refreshing collateral and applied it to the business cards, sample sleeves, apparel, insert cards and travel bag.

Digital Marketing Collateral • Cloud For Utilities

Designed digital collateral for their yearly summit to advertise on Facebook, LinkedIn, Cvent, email newsletters and Wall Street Journal ads to enhance awareness for the event.

Digital and Logo Design • Geek Admissions

Created social media advertisements to drive traffic to company webinars. Re-designed the logo, produced digital flyers, and created blog templates to grow newsletter subscriptions and free consultation appointments.

Print and Digital Design • Hotel Shattuck Plaza

Created all digital and print collateral including flyers, events signage, postcards, brochures, and menus, while ensuring brand consistency across all communication assets. Established signature experiences from concept to completion, including physical installments such as pop-up museums to engage guests. Tailored the social media strategy around each unique event.

Skills

User Personas
Journey Mapping
User Research
Web Development
Responsive Design

Software

Figma
Adobe XD
Sketch
Photoshop
Illustrator
InDesign

Education

Jun 2016 - May 2020
Graphic Design to Transfer
Berkeley City College

Certification

Nov 2017
Graphic Design
California Institute of
the Arts on Coursera

In Progress
UX Design
Google on Coursera