

BRITTANY ALTMANN

SENIOR PRODUCT DESIGNER

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SUMMARY OF QUALIFICATIONS

- 8+ years building engaging, thorough, and enlightening experiences and products for companies that increase their revenue, increase productivity, and elicits excited participation from their users
- Excels in collaborating with teammates, product managers, engineers, and business stakeholders to identify opportunities, draft requirements, and provide thoughtful, creative solutions
- Authentic intrapreneur who focuses effort on providing the highest value, dedication, and integrity towards a company
- Possesses the rare trait of affirming what is said will be done with what is actually done, which keeps goals on track, increases accomplishment rates, and inspires motivation
- Creative thinker with a unique ability to synthesize data into intuitive outputs for users that meet their needs and the needs of the company

PROFESSIONAL HISTORY

Senior Product Designer

Recurly / Boulder, CO

October 2019 - Present

- Lead product design efforts for payment success features, one being Quantity-Based Pricing, which brought in \$4,000,000+ in ARR in the first year post-launch and exceeded the projected goal by 4x
- Lead product design efforts for certain integration features, one being Avalara for Communications, which resulted in Recurly landing their largest renewal contract to date (\$2,000,000)
- Identify user needs and business opportunities by leading and conducting generative research initiatives, the largest focusing on payment success
- Facilitate collaborative Design Thinking activities and workshops across teams
- Prototype and test potential solutions quickly and efficiently
- Translate findings and insights into usable, effective, and accessible user experiences
- Communicate ideas verbally and visually through concept designs, flow diagrams, wireframes, mockups, and high-fidelity prototypes
- Partner closely with product management to define epics, stories, and acceptance criteria
- Decrease time, cost, and frustration in the development cycle by collaborating with engineering early and often and ensuring design intent is maintained through development
- Contribute to Recurly's design system by creating new components that give users the ability to perform more complicated on-page tasks and improving upon existing ones
- Participate in scrum team rituals, including backlog refinement, daily standups, sprint planning, and retrospectives

Founder / User Experience Consultant

Ascent Collective, Co. / Longmont, CO

2014 - Present

- Deliver measurable success to 50+ businesses and nonprofits nationwide by creating holistic strategies and building products that have proven to work
- Facilitate multi-day workshops involving stakeholders and users that uncover the true challenges blocking the business from gaining traction, selling more, and building better user relationships
- Develop digital strategies that directly increase sales, one being for Enviro-USA, who has seen an increase of 48%, equating to \$1,000,000+ in additional revenue
- Consult with clients to understand and reveal core business objectives and areas for opportunities
- Implement proven search engine optimization techniques to increase organic traffic, one project by 537%, which has consistently been maintained for over a year
- Manage multiple projects at once in collaboration with the client's leadership team
- Strategize with additional consultants to identify new opportunities for client success
- Provide a range of client services by having 8+ years of experience in creative strategy, user experience, website design, WordPress development, digital marketing, and more

Product Designer

ATLARGE / Sarasota, FL

July 2015 - May 2018

- Transformed 20+ global and nationwide companies by building intuitive products and providing long-term client partnerships, strategic direction, and team leadership
- Designed and facilitated Design Thinking workshops that included user interviews, journey mapping, empathy mapping, service blueprinting, rapid-prototyping, and stakeholder interviews for projects with budgets ranging from \$30,000 - \$1,000,000+
- Translated discovery findings into user flows, personas, project blueprints, and wireframes
- Led cross-functional teams of 6+ to ensure UX intent was maintained and project deliverables were met
- Increased company productivity and profits by providing full lifecycle, cross-departmental management for most products; delivering on schedule and often under budget
- Led the UX phase and worked closely with development to translate our UX findings into the full development of large-scale applications for clients such as Petco, Sesame Street Live, IMG Academy, and Sun Hydraulics

UX/UI Designer

MobileBits / Sarasota, FL

November 2013 - March 2015

- Provided strategy, UX, visual design, and project management for 4 main mobile marketing and loyalty platform products: SAMY mobile app, SAMY business portal, SAMY consumer website, and the MobileBits website
- Contributed a wide range of additional expertise to projects including SEO, digital marketing, and graphic design

EDUCATION

University of Central Florida

Bachelor of Arts

- Graduated from the Nicholson School of Communications
- Received two minors, one in Digital Media and the other in Marketing

SKILLS

TOOLS

Agile	Evaluative Research	Journey Mapping	Adobe Creative Suite
Business Analysis	Generative Research	Prototyping	Figma
Concept Models	HTML / CSS	User / Task Flows	InVision
Content Strategy	Information Architecture	Wireframing	JIRA
Design Systems	Interface Design	Workshop Facilitating	Sketch

EXTENDED TRAINING, WORKSHOPS, AND CONFERENCES

- Hexagon UX Leadership Team Member, November 2018 - Present
- Google Ads for Nonprofits Course, Boulder CO, February 2019
- Leading Design Workshop with Kim Goodwin, Chicago IL, October 2018
- Midwest UX, Chicago IL, October 2018
- UX Camp, San Francisco CA, July 2018
- Google Analytics Certification, 2017
- Google Ads Certification, 2017
- Drupal Camp, Orlando FL, 2016 & 2017
- Front-end Design Conference, St. Petersburg FL, 2016