BRITTANY FIALKOWSKI

USER EXPERIENCE DESIGNER

🌐 **Portfolio**
file-cow-ski.com

🔒 **Password**
secret;)

in **LinkedIn**
linkedin.com/in/brittany-fialkowski

EDUCATION

MA: Human-Computer Interaction
Adv Cert: Integrated and Social Media
State University of New York at Oswego
GPA: 3.97 | 2020 - 2022

BS: Business Economics
Conc: Financial Management
Minor: Computer Applications
State University of New York at Cortland
GPA: 3.76 | 2014 - 2018

Google Analytics Certificate

Disney Institute Leadership Excellence

BOOKS / PAPERS

100 Days of Good and Bad UX

Color Theory in HCI | pending publication

Think Like a Designer | in review

OTHER EXPERIENCE

Epic UX Community Outreach

1st Place - Thunkable Hackathon | partySZN

Web Design Seminar | presenter

3D Technology Seminar | presenter

Semi-Finalist College Fed Challenge

Academic Excellence and Service Award | Economics Department

Nominated **NY State College Chancellor's Award for Student Excellence**

Sport Club Advisory Board | 4 years

TOOLS / SKILLS

Figma, Miro, Whimsical, Adobe XD

Leadership, Teamwork, Collaboration, Rapport, Detail Oriented, Color Psychology, Human-Computer Interaction, User Research, UX Design, UI Design, Interaction Design, User Empathy, Storytelling, Sketching, Wireframing, Mockups, Prototyping, Rapid Iterations, Web Design, App Design, AI, AR, VR, XR, HTML, CSS, Javascript, C, Java

TEACHING

CAP 100 | **Intro to Computer Applications**

MGT 254 & MGT 255 | **Financial & Managerial Accounting**

ECO 222 | **Mathematical Economics**

MGT 423 | **Computer Applications in Economics and Management**

WORK EXPERIENCE

Senior User Experience Designer (ASAP)   Jul 22 - present
Epic

- Envisioned the future of healthcare technology with a focus on urgent and emergency care by leading a team of 3 UX designers and 2 UX researchers, fostering a collaborative and productive design environment through effectively partnering with 35 developers, 8 developer leads, and other stakeholders (ASAP role leads and UXDs and Devs from other applications).
- Spearheaded the delivery of 2 net-new applications for ED patient experience and cardiac arrest documentation, improving the workflow for emergency department staff, and led a research project on Urgent Care as the front door of healthcare, informing key design decisions.
- Oversaw 40+ projects (of varying scales), and championed the maintenance and evolution of ASAP's design system, ensuring design consistency and efficiency.
- Proactively identified and escalated an accessibility concern when digitizing a CMS paper form that would have violated WCAG single select standards, ensuring Epic maintains its industry-leading standards.
- Employed a user-centered design approach to create intuitive and feasible applications by collaborating with end-users to understand their workflows and pain points, and observed Epic's applications used contextually, informing the development of sound information architecture.
- Utilized various fidelity levels (sketches, wireframes, high-fidelity mockups, and interactive prototypes) throughout the design process to gather user feedback, and ensured designs adhered to Nielsen Norman's usability heuristics.

Web Developer   Aug 21 - Jun 22
Instructure

- Designed a redirection paradigm for international users to be redirected to their regional sites when accessing a NORAM site ad campaign.
- Redesigned the blog content organization and search functionality to provide more relevant and related content for browsing, increasing user retention.
- Migrated newly acquired companies to the Instructure branding, including migrating a recent acquisition's website into the Instructure site in partnership with marketing.
- Built responsive pages and components in HTML, CSS, and JavaScript, and modified Drupal CMS templates.
- Tested cross-browser, cross-platform, and cross-device compatibility for inconsistencies, set up user and A/B testing, and reviewed designs against usability heuristics.

Graduate Assistant | UX Researcher & Graphic Designer   Jan 21 - May 21
State University of New York at Oswego

- Assisted students with Human-Computer Interaction (HCI) projects, managed the HCI VR Lab, and contributed to HCI research papers.
- Supported the School of Business leadership team with communication and engagement efforts through design work, materials, and electronic media, including the 2021 - 2024 strategic plan booklet.

Vendor | Internal User Interface Designer   May 19 - Jan 21
Best Buy

- Created an internal employee app to encourage shift check-ins to boost productivity and self-ownership.

User Experience Designer | May 18 - May 19
Conversation Designer & Game Designer
Freelance / Self-Employed

- Created user personas and design process artifacts through user research and data analysis.
- Provided usability feedback for a variety of apps and websites in various industries.
- Achieved the highest tier in Google's program for successful and widely used Actions on Google.
- Iterated on conversation design by auditing AI responses and contributed to machine learning.
- Developed and tested game mechanics with paper prototypes across a range of users to iterate and validate designs before development, and continued to test games cross-platforms to enhance flow state capabilities.

Assistant Web Developer   Sep 17 - May 18
State University of New York at Cortland

- Designed and developed an innovative QR reader to provide live captions of student names as they walked across the stage at Commencement ceremonies.
- Enhanced website accessibility by implementing hidden "jump to content" buttons for screen reader users to bypass lengthy navigation.
- Redesigned the algorithm for midterm and final assignments by class and minimized conflicts through a new system display.