Brett Kaplan

UX designer with experience in web & mobile application design. Achieved increase in user satisfaction and conversions through the creation of interactively tested, data-driven, and user-centered design.

Los Angeles, CA 90046
(914) 621-1780
brett.k.kaplan@gmail.com
www.brettkaplan.design

EXPERIENCE

Activision, Los Angeles, CA — *Production Specialist*

JUNE 2019 - PRESENT

- Create and execute A/B, Multivariate tests
- Identify KPIs for tests to optimize sites further
- Deliver user-centered, mockups and wireframes
- Coordinate with Front-End team to create experiences for tests

SPOT App, Remote (Toronto, ON) —UX Designer

NOVEMBER 2020 - DECEMBER 2020

- Designed, prototyped, & shipped a mobile LMS (Learning Management System) for gig economy workers
- Lead 5 moderated usability tests to gain insight into LMS feature feedback
- Worked with Lead Designer & C-level stakeholders on design strategy

RELAYTO, Remote (London, UK) — *UX Designer*

FEBRUARY 2020 - APRIL 2020

- Consulted on UX best practices and UI design for platform
- Created hi-fidelity wireframes for redesigned interface of their presentation platform
- Implemented micro-interactions for hi-fidelity wireframe

Live Nation Entertainment, Los Angeles, CA — *Marketing Coordinator*

FEBRUARY 2018 - MAY 2019

- Project Lead for UX testing of new mobile campaign messaging platform
- Own the day-to-day execution of email campaigns for Live Nation National Touring Division; including content development, segmentation, QA and deployment

PROJECTS

Martha Troup Coaching — UX / Web *Designer*

Designed & developed Career Coaching website

SKILLS

INTERACTION

User research
Wireframing
Prototyping
Usability testing

VISUAL

UI Design
Micro-interactions
Sketching

SOFTWARE

Photoshop
Adobe XD
Sketch
Figma
JIRA/Confluence

CODING

HTML
CSS
Javascript

EDUCATION

University of Rhode Island, Kingston, RI — *BA, Communications*

SEPTEMBER 2010 - MAY 2014

Springboard— Certified UX Career Track

AUGUST 2019 - APRIL 2020