



# Britney C. Wallace

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## SUMMARY

Britney Wallace is a UX, Product and Web Designer, Creative Strategist and Consultant with over a decade of experience working at some of the top design agencies in NYC. She has experience operating in the healthcare, pharma, and financial industries. Britney's current role as a Lead UX/UI Designer for a large global financial institution has given her the knowledge of internal and client platforms/operations.

## WORK EXPERIENCE

FULL-TIME  
LEAD UX/UI DESIGNER  
JUNE 2021 - PRESENT

### Barclays - New York, NY

- » Drive and deliver the vision and strategy for UX Design across internal and external facing web portal service experiences
- » Lead the development and implementation of a cohesive UI Framework and design system within the corporate and investment banking group
- » Provide clear, tactical guidance and support to develop and grow a global team of UX/UI Designers
- » Guide and demonstrate to others how to apply a range of design methods enabling teams to work optimally and efficiently within cross-functional teams

FULL-TIME  
LEAD UX DESIGNER  
APRIL 2019 - MAY 2021

### Blue Fountain Media - New York, NY

- » Led, managed, and cross-collaborated with strategists, researchers, designers, and developers to help identify problems and solutions for digital products
- » Researched and produced UX deliverables to help drive business opportunities for both internal and external objectives
- » Managed and mentored a team of 3 information architects and UX designers to help foster individual growth, healthy collaboration, and vibrant client relationships

FULL-TIME  
SR. UX DESIGNER  
FEBRUARY 2017 - MARCH 2019

### Epsilon - New York, NY

- » Designed, led, and managed the implementation of over 18 digital brand experiences across 6 industries (healthcare, finance, non-profit, and more) for diverse audiences
- » Managed the gathering of user requirements and compliance; carried out design pattern best practices throughout project process
- » Produced high fidelity wireframes and prototypes based upon findings from digital strategy and experience analysis; wrote functional and technical documentation

\*For additional experience, please refer to my [LinkedIn page](#)

## SKILLS

### SPECIALITIES

### APPLICATIONS & TOOLS

#### HIGH ●●●

- » Wireframing + Prototyping
- » Information Architecture
- » Customer Experience Design
- » CRM Strategy + Design
- » Sketch + Invision App
- » Axure
- » Omnigraffle
- » Adobe Creative Suite
- » Lookback.io

#### MEDIUM ○●●

- » UX Research + Testing
- » Content Curation
- » CMS Platforms (Drupal, Wordpress, AEM)
- » Optimal Workshop
- » Adobe Captivate
- » Adobe Premiere Pro
- » Hotjar

#### ENTRY ○○●

- » Copywriting
- » HTML & CSS
- » Analytics
- » Final Cut Pro
- » Adobe After Effects
- » Just In Mind Prototyper
- » iBooks Author

## HOBBIES

- » Listening to music
- » Series Binging
- » Cooking
- » Yoga
- » Photography
- » Traveling
- » Recreational Basketball
- » Abstract Painting

## EDUCATION

Philadelphia University - Philadelphia, PA  
Bachelor of Science, May 2013  
Major: Interactive Design & Media

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[www.bwalldesigns.com](http://www.bwalldesigns.com)

