EXPERIENCE

HappyCompass   June '24 - Present
UX Designer & Product Team Co-Lead | Freelance   Remote
- Co-leading the product team in an early-stage start-up, facilitating brainstorming sessions to ideate innovative solutions and shape the app's development
- Conducted comprehensive competitor and market research, providing valuable insights that will help guide the initial conceptualization of the app

CareerRipple   Nov. '23 - Present
UX Designer & Design Team Lead | Freelance   Remote
- Spearheaded the development and implementation of a comprehensive design system, ensuring a consistent user experience across all platforms
- Orchestrated the redesign of the landing page, emphasizing user engagement and streamlined communication, ultimately achieving a stellar usability and communication rating of 4.7/5 indicating improved user satisfaction
- Collaborate with cross-functional teams, including UX researchers and engineers, to gather and address user feedback, identify and troubleshoot issues, and enhance overall user experience
- Conducted thorough audits of 50+ pages to ensure design consistency and adherence to design system

Career Transition Projects   Jan. '23 – Nov. '23
UX Designer   Remote
- Designed four projects, including two mobile apps and two responsive websites, from concept to fully interactive high-fidelity prototypes using Figma and Adobe XD (see projects at devbray.com)
- Engineered a comprehensive portfolio website using HTML, CSS, and JavaScript (see more at devbray.com)

Associations of College Union International   July '19 – May '22
Marketing Coordinator   Bloomington, IN
- Enhanced user experience and engagement on the NODA website and ACUI WordPress website by managing and updating content using Adobe CC, alongside HTML/CSS for web page development
- Implemented targeted marketing strategies and revamped email designs resulting in a 40% increase in clickthrough rate (CTR), effectively driving engagement and amplifying visibility for ACUI initiatives and events
- Led and mentored a volunteer team of 16 individuals, overseeing regional marketing efforts to effectively promote ACUI's initiatives and events, demonstrating supportive leadership and clear communication

Devon Bray
UX DESIGNER

✉ CONTACT

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Portfolio: devbray.com

👤 ABOUT ME

Passionate and detail oriented UX Designer dedicated to championing user needs and delivering engaging and intuitive digital experiences. Skilled in collaborating with diverse teams, developing and implementing design systems, and ideating design solutions that blend user needs with business objectives.

🎓 EDUCATION

Indiana University, May '18
Kelley School of Business, BS in Business

Google UX Design Certification

🛠 SKILLS & TOOLS

- User Experience Design
- Prototyping
- Wireframing
- Usability Testing
- User Research
- Communication
- Attention to Detail
- Self-starter

- Figma
- HTML
- CSS
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe InDesign
- Adobe XD