

Britton Wetherald

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uxbrit.com

PROFESSIONAL SUMMARY

- Background in mobile-first, responsive e-commerce UX/UI design for 5 years
- Highly self-motivated with a relentless commitment to project completion
- Focused on user-centered design and user flow to create accessible web products
- A key player in coordinating multifaceted campaigns across various mediums, fostering cross-discipline collaboration and leadership
- An iterative design approach based on sales and usage data

SKILLS

- Wireframing and prototyping
- Figma
- Adobe Products
- Customer retention strategy understanding
- Cross-discipline collaboration
- Usability design and testing
- Creative and strategic problem solver
- Understanding and implementation of User accessibility standards
- UX/UI design
- Information Architecture
- Outgoing, excellent social networking skills
- Design systems
- Klavyio email campaign design implementation
- Product design
- Flexible, multi-tasker, self-motivated & team player

EXPERIENCE

Principle, The Whatever Store

2021-2024

- Leading UX project for startup Two Point Zero (Under NDA)
- Designed user experience for Turtleson menswear, conducting competitive analysis and implementing industry best practices for enhanced usability.
- Developed low-fidelity and high-fidelity prototypes resulting in a dynamic and user-friendly website, driving increased sales
- Managed and led production design for the Gorewear e-commerce site, this included UX/UI design from an established design system and brand book to drive sales and create a vibrant and engaging experience.
- Produced digital assets for Gorewear's social media and digital advertisements, driving customer engagement and site traffic
- Led design efforts for Gorewear's email campaigns, achieving optimal open rates and click-through responses
- Presented design deliverables to stakeholders, fostering collaboration and producing dynamic products.
- Collaborated iteratively with teams to incorporate feedback and ensure optimal deliverables.
- Proficient in design systems such as Material, iOS, and Polaris, ensuring brand consistency and superior design outcomes.
- Designed brand identity and physical goods for Art Department Skate Co., resulting in cohesive brand representation and successful product sales.
- UI design for Monique Lhuillier's e-commerce site resulting in an updated and contemporary look.
- Implemented email design and Klaviyo campaigns for Monique Lhuillier, enhancing overall campaign performance.

Freelance Designer

2019 - 2020

- Implemented user preferences logic into the Chicago Drinking Society app, enhancing user experience
- Created digital assets for View's social media and digital advertisements, driving engagement and site traffic
- Managed and led production design for View e-commerce sites, including UX/UI design from an established design system and brand book, to drive sales and create a vibrant and engaging experience.
- Led design for View's email campaigns, achieving high open rates and click-through responses
- Produced unique online content for the Chicago Drinking Society app, facilitating user retention during the pandemic
- Applied the customer activation cycle as a customer retention model. This created a more focused design and implementation.
- Researched and designed an implementation strategy for TikTok, expanding customer retention efforts.
- Designed B2B presentation materials for Compass and Nail Agency, facilitating clear and dynamic client communication.

EDUCATION AND CERTIFICATIONS

Google UX Design Professional Certificate- 2024

Klavyio Product Certificate-2024

A.S. Recording Arts 2003 Full Sail - Winter Park, FL

AWARDS AND RECOGNITION

Honors in music history, Full Sail

Selected artist for Vice Media and Ray-Ban's Envision series

Band played SXSW