Montclair, New Jersey
briannacifaretto@outlook.com
973-477-5629

BRIANNA CIFARETTO

B2B & B2C WEBSITE UX DESIGN, RESEARCH & STRATEGY

PROFESSIONAL SUMMARY

UX Designer, Researcher, and Strategist with 2 years of experience and a proven track record in boosting engagement,optimization, and conversions for B2B and B2C web products. Adept at leveraging research, data, visual design, andempathy to craft user-centric experiences. Known for integrating a strategic digital marketing approach

EDUCATION

SEP, 2013 - MAY, 2016
Bachelor of Science, Health Sciences, Monmouth University

AUG, 2022 - SEP, 2023
Certificates, UX Foundations & UX Academy, DesignLab

EMPLOYMENT HISTORY

OCT 2024 - NOV 2024
Web Production Artist, Contract, Fingerpaint, Remote
- **Designed and developed an interactive scrolling website using Wix for a pharmaceutical agency**, boosting engagement with custom animations and layouts.
- **Partnered with Fingerpaint's Director of Applied AI** to shape a targeted user experience, refining content, UI, and interaction design to captivate the audience.
- **Crafted a brand narrative that resonated with users**, enhancing strategic engagement.
- **Developed design concepts in Figma, presented to stakeholders, and integrated AI-generated visuals** to align with the product theme.
- **Sketched and prototyped innovative layouts**, translating them into an engaging, audience-focused web experience.

JUN 2024 - JUL 2024
UX Research & Design Intern, Digital Marketing and Branding Team, Kyocera Document Solutions America, Fairfield, NJ (HQ America)
- **Led a research-driven redesign of website information architecture**, enhancing navigation and user experience.
- **Crafted UI for a new navigation system** with wireframes and interactive prototypes.
- **Presented research-backed solutions to executives**, securing project approval.
- **Collaborated with market intelligence to design surveys**, gathering insights that informed intuitive design improvements.
- **Analyzed user behavior to guide website optimization** and enhance workflows.
- **Integrated SEO and lead generation features**, increasing user engagement and supporting growth.
- **Developed personas and conducted competitor analysis** to align design with user needs and market insights.
- **Created a cultural web design best practices guide** to improve relevance for international audiences.
- **Built pages in Adobe Experience Manager** and developed wireframes to streamline updates and communication.

DEC 2023 - MAR, 2024
UX Designer, Freelance, Immer, New York, NY
- **Established foundational UI designs and information architecture** for a **multi-user web app**, promoting a user-centric approach for future development and brand consistency.
- **Streamlined the design process to align product features with company vision**, enabling cross-team cohesion.
- **Developed interactive prototypes** to support usability testing and design refinement.
- **Enhanced design consistency, resolved logic gaps, and managed updates** with front-end teams through detailed documentation.

FEB 2023 - APR 2023
UX Designer, Freelance, Finally Home Jersey City, Jersey City, NJ
- **Collaborated on redesign goals**, aligning solutions with business needs for project success.
- **Conducted user research to enhance intuitive design**, addressing user frustrations effectively.
- **Analyzed Google Analytics to identify user patterns**, improving site architecture and retention.
- **Streamlined branding guidelines for cohesive design**, enhancing brand consistency across platforms.
- **Developed wireframes and prototypes**, ensuring smooth developer handoff and improved user satisfaction.

LINKS

www.bricifaretto.design
LinkedIn

SKILLS

User Research

User Personas

Competitive Analysis

Secondary Research

Survey Design

Survey Tools (SurveyMonkey, GoogleForms)

User Interviews

UX Research Tools (UserZoom, UserTesting, Lyssna, OptimalWorkshop)

Analytics Tools (Google, Adobe)

UX Strategy

UX Design

Information Architecture

User and Task Flows

Site Mapping

UI Design

Visual Design

Prototyping

Wireframing

Figma

Balsamiq

Miro

Zepelin

Adobe Creative (Illustrator, Photoshop)

Project Management Tools (Jira, Trello)

Responsive Web Design

Adobe Experience Manager (AEM)

SEO Optimization

WIX / Webflow/ Squarespace

HTML / HTML5 / CSS