Bree Armenta

UX Designer

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Experience

Amazon • Remote

UX Designer (Contract) • 2022 - Present

- Designed UX and visual experiences for Amazon's seller marketing website–the primary digital touchpoint for millions of potential sellers across 20+ global markets
- Built and maintained a JSON-based component library and page template system used by worldwide marketing teams
- Created conversion-focused page experiments and new concepts based on user research, stakeholder needs, and business goals
- Provided cross-market UX support across US, Canada, Brazil and global marketplace teams

Peak6 • Remote

SR. UX/UI Designer (Contract) • 2021 -2022

- Lead designer on Poker Power, a learning platform focused on teaching negotiation skills through poker
- Conducted user testing and research to inform product decisions across machine learning products
- Led visual and UX design for web and mobile applications

Wells Fargo • San Francisco, CA

UX Visual Designer (Contract) • 2020-2021

- Designed UX and visual experiences for CEO Portal web and CEO Mobile applications across iOS, Android and desktop
- Created wireframes, mockups and high-fidelity prototypes for user flows and live user testing
- Partnered with User Research team to develop prototypes adhering to accessibility guidelines and Material Design/HIG standards

Oracle • Redwood City, CA

Interactive Designer • 2018-2019

- Designed interfaces for internal service portals and content management systems
- Developed design systems supporting multiple Oracle platforms
- Created prototypes for user testing and responsive landing pages within Oracle brand standards

Tune-In • San Francisco, CA

Visual Designer • 2017

- Designed cross-platform digital work and in-app assets collaborating across departments

Baker Street Advertising • San Francisco, CA

Interactive Designer • 2016-2017

- Lead interactive designer and front-end developer creating microsites, landing pages and emails
- Co-led company website redesign delivering on a 3-month deadline

Freelance Web Designer • Remote • 2010-2016

- Redesigned and developed websites for NorCal Chicken Inc and Flower Studio including brand, web and marketing assets

Skills

UX Design
Visual Design
Front End Development
Interactive Design
Design Systems

Prototyping
User Research & Testing
Figma
Adobe Creative Cloud
Builder.io

HTML, CSS
JavaScript, JSON
React

Education

Art Institute of California; San Francisco

Web & Interactive Media

Bachelor of Science

Institute of Technology

Web Design & Development

Certification