

Hali Berry

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User Experience Designer

Professional summary

User Experience Designer with 9 years of extensive expertise in creating user-centric designs that enhance usability and satisfaction. Proficient in Figma and user research, consistently aligning design strategies with business objectives. Passionate about innovative design solutions, leading teams, and driving continuous improvement in user experience.

Employment history

Nov 2023 - July 2024

User Experience Designer, Synergis - The Home Depot

Remote

- Collaborated with cross-functional teams to ensure user-centric designs enhance usability and provide meaningful user experience
- Conducted user feedback sessions to validate design effectiveness and user satisfaction.
- Worked with the UX Team to update and maintain design standards across all platforms.
- Worked closely with development teams to align UX strategies with business objectives at The Home Depot within the Engineered Flow Schedule Team.

Oct 2022 - Aug 2023

Product Designer, Farmers Insurance

Remote

- Designed wireframes and prototypes, enhancing stakeholder presentations and product features.
- Collaborated with cross-functional teams to align product designs with requirements and goals.
- Researched market trends and competitors to ensure user-centric and competitive designs.
- Developed user flows and storyboards, optimizing user experience and journey clarity.

Apr 2022 - Aug 2022

Senior UX Designer, Turn Technologies

Remote

- Designed wireframes, mockups, and prototypes, boosting user engagement and satisfaction.

- Developed design strategies, enhancing user interaction and overall experience.
- Collaborated with product managers and engineers for cohesive, functional designs.
- Created and maintained a style guide, standardizing design elements across projects.
- Promoted user-centered design principles, resulting in more intuitive products.

Dec 2018 - Apr 2022

UX Team Lead, CareerBuilder

Norcross, GA

- Led a team of 5 designers, including international members, managing projects and mentoring staff.
- Developed wireframes, mockups, and prototypes, collaborating with cross-functional teams for optimal UX.
- Utilized market analysis, customer feedback, and user research to enhance user-centered designs.
- Created and implemented an interactive style guide, ensuring consistency and innovation in UX designs.
- Managed project schedules and strategic plans, driving product consistency and measurable results.

Mar 2016 - Dec 2018

Interaction Designer, CareerBuilder

Norcross, GA

- Led the creation of an email style guide, standardizing design practices across platforms.
- Streamlined email campaigns, enhancing user engagement and efficiency.
- Refined UI designs, ensuring consistency and accessibility.
- Evaluated user feedback to improve UX, increasing satisfaction rates.
- Contributed to style guide documentation, maintaining coherent design patterns.

2015

Front-End Developer, Luckie & Company

Duluth, GA

- Developed responsive email templates for the company and clients.
- Optimized email campaign strategies, enhancing open rates and engagement.
- Elevated email deliverability and performance through rigorous testing and adjustment.
- Implemented A/B testing protocols to optimize UX in email designs.

2013 - 2015

Web Administrator, eSECURITEL, LLC (BrightStar)

Alpharetta, GA

- Managed content on DNN CMS for 57 client portals.
- Pioneered best practices in transactional email, setting a benchmark

for future campaigns.

- Meticulously documented email usage guidelines to standardize company practices.
- Engineered advanced web and email templates that adapted seamlessly across multiple devices.

2012 - 2013

Multimedia Designer, OMNIMETRIX, LLC

Buford, GA

- Spearheaded email marketing campaigns, boosting customer engagement.
- Designed and developed a dashboard informational system for easy-to-read data monitoring.
- Enhanced website functionality for better user experience and maintenance.
- Created a custom admin portal UI enhancing operational efficiency.

2005 - 2012

Web Designer & Manager, Forsyth County Public Schools

Cumming, GA

- Executed social media adaptation with Facebook and Twitter accounts for the 35 schools within the district.
- Spearheaded multiple web redesigns, significantly elevating educational web presence.
- Pioneered online education interfaces, enhancing virtual learning access for students.
- Refined CMS operations ensuring seamless content management and user experience.
- Empowered IT staff with skills to independently manage and update school websites.

Education

2007 - 2011

Bachelor of Fine Arts: Web Design & Interactive Media

The Art Institute of Atlanta, Atlanta, GA

2018

Human-Computer Interaction for User Experience Design Certification

MIT Computer Science and Artificial Intelligence Laboratory (CSAIL)

Skills

Team Leadership

Experienced

User Experience Design

Experienced

Interaction Design

Experienced

Information Architecture

Experienced

User Interface Design

Experienced

Usability Testing

Experienced

User Research

Experienced

Email Management

Experienced

Email/Web Template Design

Experienced

Figma

Experienced

Adobe Creative Suite

Experienced

Links

Website www.haliberrydesigns.com

LinkedIn www.linkedin.com/in/hali-berry-27377a6b

Awards

Hackathon Winner - 2017 & 2018

CareerBuilder

Gold Award - 2009 & 2010 Web Design

Georgia School Public Relations Association