

# BRITTANY TARSENKO

## UI/UX VISUAL DESIGN LEAD



### CONTACT

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### SOFTWARE

Sketch  
Sympli  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe XD  
Powerpoint/Keynote

### SKILLS

Visual Design  
Excellent Communication  
Prioritization & Planning  
Problem Solving  
Design System Management  
Certified SAFe Agile  
Android/QNX design

### EDUCATION

**B.S., Mass Communication**  
Rochester College, 2016

**A.A.S., Design & Layout**  
Macomb Comm. College, 2014

### COMMUNITY

City of New Baltimore  
Downtown Development  
Authority Member

New Baltimore Lions  
Club Member

Damon Igel Memorial  
Scholarship Board Member

### EXPERIENCE

#### Cadillac Brand UI Design Lead

General Motors | September 2018 - Present

- Leads a team of visual designers managing all Cadillac in-vehicle infotainment for 2023+
- Delegates tasks to team of designers & manages clear expectations and deadlines using KanBan board and Agile workflow
- Defines framework, maintains design system and all Sketch libraries for Cadillac brand
- Works with Product Designers to develop user stories and interaction models
- Balances technical constraints and accessibility requirements to design a seamless customer experience for all users that is consistent throughout all apps
- Works in Sketch to design features, apps, workflows & prototypes
- Leads weekly collaboration discussions with software teams to align on implementation, improve workflow & ensure design intent is being met
- Works with software teams to develop high fidelity prototypes for user testing, validation, and leadership reviews
- Conducts UX/UI design analysis in vehicles and compares with design intent, documents defects, and ensures technical requirements are met
- Leads cross-brand Visual Design group documenting and communicating processes and internal communications to designers
- Leads reviews with executive leadership for Cadillac brand
- Leads reviews with designers critiquing design concepts to focus on responsive design and scalable implementation
- Developed a business case for a new software to improve designer workflow, included financial cost savings yearly per designer, pitched & reviewed in several forums, tested & documented new workflow process and supplied training & support for designers on how to use

#### Senior Digital Designer

Moncur | May 2018 - September 2018

- Oversaw design projects from conception to final product
- Designed responsive websites, digital ads, branding packages, & style guides
- Reviewed junior designers' work and offered feedback

#### Senior UX/UI Designer

Campbell Marketing & Communications | Oct 2016 - May 2018

- Designed responsive websites for Mahindra ROXOR, Ford Fund, Ford Community Challenge, Ford Performance, Motorcity Restorations and RECARO
- Maintained client websites using HTML/CSS and CMS
- Designed web banners, email campaigns, social media graphics & Snapchat filters
- Designed new business proposals & presentations

#### Mac Artist

McCann Detroit | Nov 2014 - Aug 2016

- Designed ads, flyers, signage, billboards & direct mail for ALDI & Travel Michigan
- Created training material & trained new hires

#### Graphic Designer

SaveOn | 2012 - 2014

- Designed magazine ads, menus, and direct mail for five location markets
- Reviewed junior designers' ads & provided feedback during weekly discussions
- Created training material & trained new designers