

# BRITTANY TARSENKO

UI/UX VISUAL DESIGN LEAD

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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

- New Baltimore Downtown Development Authority Member
- New Baltimore Lions Member
- Damon Igel Memorial Scholarship Board Member

## EXPERIENCE

### Visual Design Lead - Cadillac Infotainment UI/UX

General Motors | September 2018 - Present

- Leads a team of visual designers creating Cadillac in-vehicle infotainment systems for vehicles 2023+ and brand/style guides
- Delegates tasks to Cadillac designers and manages clear time and workload using KanBan process
- Maintains design system and Sketch libraries for Cadillac
- 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
- Works in Sketch to design features and application screens
- Leads weekly collaboration discussions with software teams to close the gap and align on implementation to ensure design intent is being met
- Works with software teams to develop high fidelity prototypes for user testing, validation, and leadership reviews
- Leads cross-brand Visual Design group documenting and communicating processes and internal communications to designers
- Leads reviews with executive leadership and presents brand materials

### 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 and print material for clients
- 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