

# Brooke Fletcher

IT Professional with nearly seven years of experience stepping through front-end development to user experience to project management.

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## EXPERIENCE

### Senior Software Usability Designer - Jack Henry & Associates

2017 - PRESENT

I work with two other Product Designers to gather business requirements, design products, write user stories, and user acceptance test. I am taking the lead on usability analysis and wireframing up UX solutions for existing products. I am also leading the effort to standardize the UI across all of Symitar's products and establish a consistent look.

### Product Manager/Principal UX Architect - 979 Design

2015 - PRESENT

I work with the founder and CEO of the company to run the business and make sure we're always improving. As the product manager I work with the clients to determine the project requirements and demo our work to them. I work with the developers to make sure they have what they need to get projects completed, that the projects are completed, and that the customer is happy. I also write user stories and maintain the backlog. As the UX/UI Architect I wireframe, conduct heuristic analysis, competitive analysis, create proto-personas and conduct usability tests. I have lead a team of up to ten people and multiple projects at one time.

### UX Designer/ Project Lead - Shelter Insurance

2013 - 2017

I lead five major projects through from beginning to end. All of the projects I have lead include some or all of the following: Usability testing, wireframing, talking with business partners to gather requirements and expectations for new projects, content audits, card sorting, content retention, competitive analysis, heuristic analysis, CMS training, leading and working with developers on design and usability issues, reviewing analytics, and demos to business partners. I have lead a team of up to three people and multiple projects at one time and consistently met deadlines.

### Front-End Web Developer - Columbia Daily Tribune

2010 - 2013

I was one of two front-end developers at the Tribune and played an integral role in transitioning the fixed-width website into a responsive website. I developed and improved the functionality of the website using wireframes and mockups, met with various staff members and departments to discuss interest in and requirements of the new website, switched out content management systems and trained staff on new CMS, and troubleshooted and corrected reader issues and complaints.

## EDUCATION

### Bachelors of Journalism - University of Missouri

2002- 2009

## SKILLS

Project Management, User Experience, User Interface, Scrum, Kanban, Written and Verbal Communication, Requirements Gathering, Analytics, Documentation Creation and Maintenance, Organization, and Attentiveness, HTML, CSS, basic Javascript

## PROGRAMS

Justinmind, Axure, Sketch, Photoshop, InDesign, Camtasia, Silverback, Taiga, JIRA, Confluence, Slack, Various CMSes, Notepad++, Microsoft Office Suite

## CERTIFICATIONS

### UX Certification

Nielsen Norman Group ('14)