

# Bridgette Vuotto

## User Experience Designer

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## Experience

### User Experience Designer | Penske Transportation Solutions

January 2020 – Present

- Collaborated with colleagues from various disciplines to create a mobile application to help connect the business to customers and assist users by simplifying their moving experience.
- Designed and prototyped multiple products across various web and mobile platforms, such as iOS and Android.
- Researched and recommended current user-centered design practices that balance user needs with company objectives.
- Observed and maintained design practices that followed ADA guidelines to ensure products were accessible for all users.

### Visual Designer | Office of the Vice President for Research, RIT

August 2018 – May 2019

- Designed and implemented interactive assets for clients' websites.
- Proposed and presented design concepts to clients and stakeholders.
- Complied to ADA guidelines in digital design solutions.
- Maintained brand identities and guidelines.

### Visual Designer | Kay Designs

May 2014 – August 2018

- Researched, analyzed, and manufactured digital product solutions for clients.
- Created wireframes and prototypes for clients' professional websites.
- Redesigned existing websites and applications.
- Collaborated with teams to determine the promotional needs of the client.

### Visual Designer | Freelance

May 2017 - August 2017

- Produced user flows, site maps, personas, sketches, wireframes, and prototypes.
- Designed applications for all types of platforms such as tablets and mobile devices.
- Conducted user research and refined design solutions based on feedback.

## Education

### Rochester Institute of Technology | BFA

New Media Design | May 10, 2019

## Skills

User Experience Design, User Interface Design, Visual Design, User Research, Prototyping, Mockups, Wireframing, Product Design, Motion Graphics, Print Design, Illustration, HTML, CSS

## Tools

Adobe XD, After Effects, Photoshop, Illustrator, Premiere Pro, Figma, Sketch