DELAURYN BROWN

UX DESIGNER

ATLANTA, GA

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EDUCATION

Georgia Institute of Technology

B.S. COMPUTATIONAL MEDIA

People - Interaction Design & Experimental Media
Expected Graduation: May 2021
Major GPA: 3.86 | Cumulative GPA: 3:27

DESIGN SKILLS

Journey Mapping
Persona Development
Prototyping
Sketching
Storyboarding
User Research
Wireframing

TECHNICAL TOOLS

Adobe XD
Adobe Illustrator
Adobe Photoshop
Agile Scrum Methodology
Figma
HTML/CSS
JavaScript
Java
Python

LEADERSHIP

- President – Computational Media Ambassadors
- Treasurer and Fundraising Chair – Xi Alpha Chapter of Delta Sigma Theta Sorority, Inc.
- Peer 2 Peer Mentor – Center for Engineering Education and Diversity
- Resident Advisor – Georgia Tech Department of Housing
- Challenge Counselor – Office of Minority Education and Development

EXPERIENCE

Web Designer

BLACK MEDIA STUDIES AT GEORGIA TECH
SEPT 2019 - PRESENT

- Publish event pages to increase website visibility by 200%
- Create and distribute marketing content for each event (eg. flyers, emails, and landing pages)
- Facilitate development of strategic content across 4 disciplines

UX Consultant

BRIKVAH CONSULTING
MAY 2020 - JULY 2020

- Mapped user and task flows to streamline navigation architecture for client website
- Improved user goal achievement by collaborating with software developers within agile framework
- Refined user interface designs with client's brand style guide

Supplier Quality Intern

JOHN DEERE
MAY 2017 - JULY 2017

- Authored 30 Quality Notifications to ensure clear communication of manufacturing floor issues between engineers and suppliers
- Optimized open deviations by 10% using cProjects and SAP software
- Rated 50 Quality Plan Levels to support and maintain brand commitments

PROJECTS

Design Bloc - Product Design

GEORGIA TECH
JAN 2020 - PRESENT

Working on service design projects for clients including Pillyr Foundation, Marta, Atlanta Design Studio, Chattahoochee River Keeper, Harmonic, and WAWA.
- Curating a series of low to high-fidelity prototypes for iterative feedback from partners and community members
- Coordinating with developers to handoff designs and provide QA specifications

G.P.B. - Voice User Interface

GEORGIA TECH
JAN 2020 - MAY 2020

Designed a voice integrated technology that addressed issues with Buzzcard accessibility and use on Georgia Tech's campus.
- Conducted user interviews to curate affinity diagrams that clarified project scope
- Developed personas, storyboards, and wireframes to convey clear design motive

FreeStyle - Mobile Application

GEORGIA TECH
JAN 2019 - MAY 2019

This application created a centralized location for independent dancers in the Atlanta area to find classes, companies, and training programs that fit their specific needs.
- Interviewed users in target audience to gather feedback for UI improvements
- Developed high fidelity prototype to access quality of experience, navigation, and text architecture of design