

# Louis Barry

## Junior User Experience & Web Designer

An empathetic and driven designer who bridges company goals and user needs. Currently, I freelance working with people to create accessible solutions that delight users with impactful experiences.

## Experience

**Freelance, Louis Barry Design** (Oct 2020 - Current)

○ **Web Designer & Front-End Developer, Voth Productions** (Jan 2021 - Mar 2021)

- Revitalized Voth Production's brand awareness and company message, resulting in a 5% increase in clients.
- Led weekly agency meetings to ensure that goals and users' experience were seamless across their website and social media accounts.

○ **User Experience & Web Designer, TechnoHUNT** (Dec 2020 - Jan 2021)

- Collaborated with the marketing team to enable new users to try out Technohunt systems and generated a 10% increase in sales.
- Increased Technohunts brand awareness by 80% when between legacy site and the new design.
- Led the UX/Web Design team to structure, prototype, and roll out Technohunt Tournaments to all 300 Technohunt ranges across the USA.

○ **UX/UI & Web Designer, ReBlocks** (Oct 2020 - Dec 2020)

- Consulted with the executive team to create a UX strategy and determine possible directions to take their company & website design.
- Refined client's brand through research and story helped the ReBlocks refine their brand mission and website.
- Advised client through the research and prototyping stages, which led to an increase in brand recognition.

**Co-Founder & UX/UI Designer, Let's Hang** (Oct 2017 - Sept 2019)

- Created a social media app (Android and iOS) aiming to promote event planning and scheduling across University campuses
- Collaborated with internal developers to create the current GUI wireframe and pixel spec GUI for all application functionalities.

## Education

**Designlab UX/UI Bootcamp** (Aug 2020 - Feb 2021)

- Completed over 440 hours of coursework, honing my knowledge of the user experience design process.

**University of Denver** (June 2020)

- Bachelor of Arts, Emergent Digital Practices (3.5 GPA); Mechanical Engineering and Marketing dual minor.

## Research Skills

**Software as a Service (SaaS), Immersion, User Research, Information Architecture, Content Management Systems (CMS), Search Engine Optimization (SEO), Collaboration, Usability Testing, Interviews, User Surveys, Card Sorting, Task Analysis, Competitive Analysis, User Journeys, Sitemap, Storyboards, Task & User Flows.**

## Design Skills

**Interaction Design, User Interface Design, Accessibility Standards (WCAG), Logo Design, Web Design, Web Development, Graphic Design, Copywriting, Rapid Prototyping, Personas, Wireframes.**

## Tools

**Excel, Powerpoint, Google Suite, Adobe XD, Figma, Invision, Affinity Designer & Illustrator, Adobe Photoshop & Illustrator**

## Programming

**Webflow, Wordpress, HTML5, CSS, Javascript**

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