

Barrett White

Sr. UX Designer at Amazon

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Experience

Sr. UX Designer / Amazon

Seattle, WA • April 2020 – Present

Contributed to successful launches of Echo Show 10 & 15 devices, achieving 4.5+ ratings on Amazon. Advocated for and brought to life a new design system for Alexa. Led design for the introduction of (air) Gestures for the Echo Show series. Contributed to Fire TV Echo Show integration. Currently on a confidential team outside Alexa.

Lead Product Designer / Marble AR

Seattle, WA • August 2020 – April 2021

Invented and deployed new ways of interacting socially through augmented reality. Sketched, wireframed, and deployed concepts geared at enhancing several app features and app web presence. Worked with engineers to solve unique challenges posed by the mobile augmented reality space.

Product Designer / Verisign

Reston, VA • April 2019 – April 2020

Worked with a cross-functional team to develop a new website that would represent .com, a top-level domain owned by Verisign, in the US. Worked with engineers to develop and deploy a new mobile tool allowing users to brainstorm domain names. Collaborated with researchers to prototype, test, and improve the mobile tool.

Motion Designer / Team Velocity

Herndon, VA • December 2017 – April 2019

Designed 2D and 3D motion graphics for automotive advertising, aligning with automotive OEM brand standards. Utilized After Effects and Premiere for 2D and Cinema 4D for 3D modeling and animation. Used Adobe Audition to produce radio ads. Work was instrumental in enhancing client brand and growing customer base.

Education

Master's / UX Design

M.I.C.A. • 2019 – 2020

Fundamental principles of interface design, project management, prototyping, and usability. Participated in UpStart "Pop Up and Pitch" competition. 4.0 GPA.

Bachelor's / Graphic Design

George Mason • 2014 – 2017

Bachelors of art with a minor in Web Design. Learned basics of visual design, branding, UX design, and coding in HTML/CSS. Officer in DECA and member in AIGA.

Skills

Figma, Sketch, Principle, InVision, Adobe XD, After Effects, Adobe Creative Suite, Cinema 4D, Unity, Spline, 2D animation, 3D animation, design systems, voice and conversation, conversation design, wireframing, storyboarding, prototyping, 3D modeling, html/css, UX design, UI design, sound design, AR / VR / XR app development, multimodal design, AI, IA, user research, competitive analysis, guerrilla research, usability testing, sprint facilitation, user stories, personas, user journey mapping, affinity mapping