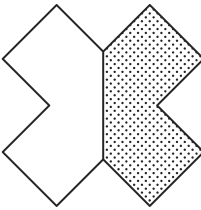# Louis Barry

With over 6 years of collaborating closely with cross-functional teams, leveraging design software expertise and conducting user research to create compelling digital experiences that meet user, business, and technical goals. **Let's make an impact.**

Experience

UX/UI DESIGNER
FCB GLOBAL
JUL 2021 - PRESENT

- Played an integral role in a Scrum digital products team, providing expert support and guidance to 24 brands in the development of their digital products, ensuring their successful implementation and alignment with strategic goals.
- Enforced UX/UI best practices and accessibility guidelines to ensure a seamless user experience across various digital platforms.
- Collaborated closely with designers, developers, and stakeholders to deliver user-centric designs that aligned with brand requirements and achieved business objectives.

UX/WEB DESIGNER
LBDESIGNS
SEP 2020 – SEP 2022

- Collaborated with multiple startups as a freelance UX and web designer, delivering comprehensive solutions aligned with their target audiences and business goals.
- Conducted extensive research to gain deep insights into the needs, preferences, and behaviors of target users, informing effective content strategies and enhancing the overall user experience.
- Translated designs into fully functional websites using HTML, CSS, and JavaScript, delivering user-centered designs that enhanced online presence and engaged target audiences for startups.
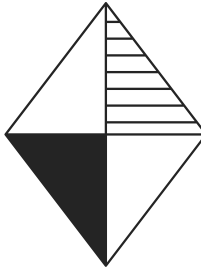
UX/UI DESIGNER
LET'S HANG
DEC 2017 – AUG 2019

- Designed Let's Hang, a social media app for event planning and scheduling, facilitating connections and enjoyable experiences.
- Developed GUI wireframes and pixel-perfect specifications for all app functionalities, ensuring a seamless user experience.
- Contributed to the initial and current GUI design, creating an intuitive and engaging interface for efficient event planning.

Certifications

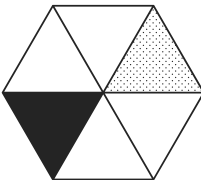### INTRODUCTION TO WEB ACCESSIBILITY (W3CX)
EDX
MAR 2022 – JUL 2022

UX/UI ACADEMY
THEDESIGNLAB
AUG 2020 – FEB 2021

Skills

PRODUCT DISCOVERY	UX/UI DESIGN	FIGMA
BUSINESS ANALYSIS	ILLUSTRATION	SKETCH
UX RESEARCH	ACCESSIBILITY STANDARDS (WCAG)	ADOBE XD
USER TESTING	INTERACTION DESIGN	PHOTOSHOP
CUSTOMER JOURNEY MAPPING	DESIGN SYSTEM	ILLUSTRATOR
INFORMATION ARCHITECTURE	SCRUM/AGILE PROCESSES	WEBFLOW
WIREFRAMING	A/B TESTING	SALESFORCE CRM
PROTOTYPING	WEB DEVELOPMENT	MIRO

Contact

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