



Bryttany Winkfield

Principal Product Designer

 bthedesigner.me

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SUMMARY

Experienced **Principal Product Designer** with **over 10 years in digital design**, specializing in UX/UI for enterprise products and brand experiences. Adept at leading cross-functional teams, developing strategic design roadmaps, and delivering high-impact solutions that align user needs with business goals. Skilled in prototyping, design systems, and user-centered methodologies, with a proven ability to mentor designers, drive collaboration, and influence product outcomes. Holds a Master's in Human-Computer Interaction and is passionate about elevating design through inclusive, scalable, and thoughtful solutions.

EDUCATION

M.S Human Computer Interaction

DePaul University

B.A Graphic Design

Elmhurst University

SKILLS

User Experience (UX) Designer

- User-Centered Design
- Journey Mapping & User Flows
- Usability Testing & Research Synthesis

User Interface (UI) Designer

- Responsive & Adaptive Design
- High-Fidelity UI Design
- Visual Hierarchy & Layout

Management

- Cross-Functional Collaboration
- Design Team Mentorship
- Strategic Roadmapping

Technical

- Figma Expertise
- Accessibility (WCAG Compliance)
- Design-Dev Handoff Tools

PROFESSIONAL DEVELOPMENT

User Experience in Game Design

Epic Games

Professional Scrum Master I (PSM I)

Scrum.org

EXPERIENCE

Principal Product Designer

Alight Solutions | Remote | 2022 - Present

At Alight, I lead strategic product design initiatives across enterprise solutions, driving user-centered enhancements that align with business objectives. I collaborate closely with cross-functional teams, contribute to design system governance, and advocate for scalable, accessible design practices that elevate the user experience across financial and benefits products.

- **Drove measurable business impact** by leading design for a key client, directly contributing to the retention of a \$50M annual contract.
- **Enhanced team collaboration and efficiency** by establishing clear communication workflows between product, dev, and design, reducing feedback loops and increasing alignment.
- **Championed design system scalability** as a member of the governance council, reviewing and evolving core components to maintain consistency and usability across platforms.

Design QA

Omnicom Production (formerly known as Designory) | Remote | 2018 - 2021

As a Design QA specialist, I served as the quality gatekeeper between design and development—ensuring pixel-perfect execution across web platforms. I evaluated UI functionality, visual consistency, and responsiveness across multiple devices and browsers, contributing to the successful launch of several high-visibility healthcare sites.

- **Conducted 50+ weekly QA checks** across desktop and mobile to identify and resolve UI inconsistencies, ensuring flawless user experiences.
- **Validated live sites against design specs** including wireframes, prototypes, and style guides to uphold brand integrity and usability.
- **Collaborated on the launch of 10 healthcare websites**, enhancing accessibility, functionality, and adherence to strict project guidelines.