

# Bryttany Winkfield

Principal Product Designer

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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

### AI-Enabled Productivity

- AI-Assisted Documentation & Note-Taking
- Stakeholder Communication & Synthesis
- Workflow & Information Organization

## EXPERIENCE

### Principal Product Designer

Alight Solutions | Remote | 2022 - 2026

Lead strategic product design initiatives across enterprise solutions, driving user-centered enhancements that align with business objectives. Collaborated 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

Served as the quality gatekeeper between design and development—ensuring pixel-perfect execution across web platforms. 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.