

BRYTTANY (B) WINKFIELD, M.Sc.

Independent Product Designer · UX Strategy & Systems · Enterprise & Digital Product Design

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ABOUT

I'm a product designer with 10+ years of experience working at the intersection of structure and creativity — designing complex, rules-driven digital products where clarity and well-crafted constraints allow people to focus on what they're trying to do. Through B the Designer, I work with clients as a strategic design partner: leading discovery, shaping UX strategy, building scalable design systems, and delivering high-fidelity experiences from concept through launch. My background spans enterprise financial services, benefits administration, and healthcare — with a consistent focus on accessibility, cross-functional alignment, and measurable outcomes.

SKILLS & TOOLS

Design Practice	UX Strategy · Interaction Design · Information Architecture · Wireframing · High-Fidelity Prototyping · Design QA
Design Systems	Component Governance · Scalable Pattern Libraries · Accessibility Standards · Cross-Platform Consistency
Research & Evaluation	User Research · Usability Testing · Customer Journey Mapping · UX Auditing · Data-Informed Iteration
Collaboration	Product & Engineering Partnerships · Stakeholder Facilitation · Design Reviews & Critiques · Roadmap Contribution
Tools	Figma (incl. AI workflows) · Adobe Creative Suite · HTML/CSS · Prototyping Tools · Cursor · Claude
Methodologies	Agile / Scrum (PSM I) · Lean UX · Accessibility-First Design · Conversation Design

EXPERIENCE

Product Design Lead (Freelance / Contract)

B the Designer · Chicago, IL · 2016 – Present

- Independent UX and product design practice serving clients across digital product strategy, UX systems, and experience design — offering engagements from short-term projects to long-term fractional design leadership.
- Lead full design lifecycle end to end: discovery, research synthesis, information architecture, wireframing, high-fidelity prototyping, and delivery.
- Conduct discovery sessions to develop brand messaging baselines, user experience goals, and design direction — then execute through to completion with clear timeline and deadline management.
- Actively apply AI-assisted design workflows in practice, including Figma AI and Claude for problem framing, concept exploration, and rapid iteration.
- Maintain continuous professional development across AI-driven design, conversation design, UX auditing, and emerging digital tools.

Product Design Lead

Alight Solutions · Remote · Apr 2023 – Jan 2026

- Led strategic product design across large-scale enterprise financial and benefits platforms serving millions of users — aligning complex user needs with business objectives.
- Contributed design leadership to a high-stakes initiative that supported retention of a \$50M annual client contract.
- Served on the Design System Governance Council — evaluated and evolved core components to maintain scalability, accessibility, and consistency across products and teams.

- Established cross-functional communication workflows between design, product, and engineering, reducing iteration cycles and improving alignment.
- Partnered with product and engineering leadership to define roadmaps, scope complex initiatives, and advocate for accessible, user-centered design in regulated environments.

Product Design Manager

Alight Solutions · Remote · Apr 2022 – Apr 2023

- Managed a team of product designers — weekly project reviews and bi-weekly 1:1s focused on craft growth, career development, and retention.
- Created the Design Montage Event: an internal showcase bringing together design, product, and engineering to share work, build culture, and inspire cross-team collaboration.
- Developed team frameworks and resources supporting consistent project management and design quality across concurrent initiatives.

Senior Product Designer (UX/UI)

Alight Solutions · Chicago, IL · Aug 2021 – Apr 2022

- Designed wireframes, interaction patterns, and prototypes for complex, multi-step user flows across enterprise financial and benefits platforms.

Interaction Designer

Omnicom Production (f/k/a Designory) · Remote · Oct 2020 – Feb 2021

- Sole interaction designer on a product design team, delivering wireframes and interactive prototypes for healthcare-focused digital products on a weekly cadence.
- Presented design decisions and rationale in daily critiques, building strong habits around articulating intent and iterating on feedback.

Design QA Specialist

Omnicom Production · Chicago, IL · Mar 2018 – Feb 2021

- Quality gatekeeper between design and development across 10+ healthcare website launches — validated live builds against wireframes, prototypes, and style guides.
- Conducted 50+ weekly QA reviews across desktop and mobile to identify and resolve UI inconsistencies before reaching production.
- Built deep production-depth instincts for responsive design, cross-browser compatibility, and accessibility compliance.

EDUCATION

Master of Science, Human-Computer Interaction

DePaul University · Chicago, IL

Bachelor of Arts, Graphic Design

Elmhurst University · Elmhurst, IL

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- **Professional Scrum Master I (PSM I)** · Scrum.org, 2024
- The AI-Driven Product Designer · LinkedIn Learning
- Exploring AI Workflows within Figma Design · LinkedIn Learning
- How to Design with AI · ADPList
- Conversation Design: Practical Tips for AI Design · IxDF
- Performing User Experience Audits · LinkedIn Learning
- HTML Essential Training · LinkedIn Learning

- User Experience in Game Design · Epic Games

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