



Brett Barnes

UX/UI Designer &
UX Writer

ABOUT ME

Talented senior manager of user-experience with the proven know-how to combine creative and usability viewpoints resulting in world-class design. Experience optimizing user engagement for brands and providing a compelling user experience to improve brand loyalty, customer retention and visit-to-order ratios.

FOLLOW ME

PORTFOLIO

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LINKEDIN

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SKILLS

INTERACTION
DESIGN



UX WRITING



UX DESIGN



SKETCH



AXURE



INVISION



EXPERIENCE

AT&T - Sr. UX/UI DESIGNER (REMOTE POSITION)

JUL 2010 - MAR 2019

I was the go-to content designer for the major product launches including DIRECTV, AT&T Fiber, and DIRECTV NOW. I was also selected as a core member of an Agile team to completely redesign the buying experience on att.com.

IDR - WEB MARKETING MANAGER

NOV 2008 - FEB 2010

At Industrial Distribution Resources I built and managed a multi-discipline team. Within nine months we had created an 18,000 product e-commerce site while implementing a new content management system.

DOLLAR THRIFTY AUTOMOTIVE GROUP - MANAGER, PRODUCT DEVELOPMENT, E-COMMERCE, AND GLOBAL DISTRIBUTION

JAN 2001 - OCT 2008

I designed and managed the launch of 300 locally focused microsites that dominated SEO and became Thrifty's fourth largest reservation channel; even beating out the giant aggregators like Expedia and Travelocity.

EDUCATION

UNIVERSITY OF ARKANSAS

Bachelor of Arts, Classical Studies