

TORI BREITLING

Austin, TX • (512) 589-2745 • tori.breitling@gmail.com

SUMMARY

Skilled UX designer with a background translating concepts into user flows, wireframes, mockups, and prototypes that lead to intuitive user experiences. Diverse portfolio with proficiency in native mobile and responsive/adaptive design. Experienced storyteller with the ability to conceptualize original ideas that bring simplicity and user friendliness to complex design challenges in the development of SaaS, enterprise, mobile, and desktop applications.

TECHNICAL SKILLS

Wireframing	Paper, Axure, Sketch, Adobe XD, Omnigraffle
Prototyping	Paper, Adobe XD, Axure, InVision, Principle, various IOT boards and devices
Usability Testing & Analytics	Camtasia, HotJar, GA
Coding	HTML and CSS, Arduino
Productivity	Slack, Jira, GitHub, Agile/scrum
Making	Skilled woodworker, tinkerer and maker

EXPERIENCE

City of Austin • Design Lead/Experience Designer

2018 – Present | Austin, TX

- Facilitate design communication across a multidisciplinary team throughout projects, clearly articulating design rationale.
- Develop the design strategy for a new tool for city employees to write, edit, and publish content on the city website.
- Guide junior designers and content strategists on process, potential risks, and project planning
- Plan and execute user research across diverse demographics; ensure projects meet accessibility requirements

StandoutUX • UX & Product Design Consultant, Owner

2007 – 2018 | Austin, TX

- Provided strategy, interaction design, micro copy, information architecture, wireframes, visual design, research, and usability testing for a range of clients, including startups, enterprise B2B companies, agencies, and development shops.
- Designed a new campground and RV park reservation management application for the startup company RVSpotFinder (later LetsBonfire), including field research, wireframing, interaction design, prototyping, and user testing.
- Designed a WEM (Web Experience Manager) for OpenText, delivering an in-browser editing tool designed to offer simplified WYSIWYG editing options to Production Specialists, Editors, Contributors, and Translators.

HomeAway • Senior Interaction Designer

2005 – 2007 | Austin, TX

- Served as the lead designer for flagship reservations product for a vacation rental marketplace, delivering the initial release of a product that allowed online booking and tracking of financial transactions.
- Initiated the company-wide integration of usability testing into the development cycle, including the planning and execution of one-on-one usability tests nationally and internationally using live sites, stable builds, and paper prototypes.

Halsoft, Inc. • Senior Designer

2003 – 2005 | Austin, TX

The Cobalt Group • Senior Designer

2001 – 2003 | Austin, TX

Excite/Excite@Home • Senior Interaction Designer

1998 – 2001 | Austin, TX

EDUCATION

University of Oklahoma

Norman, OK

Bachelor of Arts, Mass Communications (Radio/TV/Film)