Antoinette "Tonie" Breheny

UX Designer

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Summary

Detail-oriented and innovative UX/UI Designer passionate about creating intuitive digital experiences. Skilled in user research, wireframing, and prototyping. Eager to contribute expertise in human-centered design to drive impactful results.

Education

Bachelor's in Game Art & Development (Rising Junior)
Southern New Hampshire University

Certifications

UX/UI Design Bootcamp
Springboard, Ongoing

Google UX Design Certificate
Coursera, Sept 2022 - June 2023

Front End Development
Codecademy

Skills

Platforms: Adobe Suite, Figma, Miro, Kentico, Jira, GA4, Shopify

Languages: HTML, CSS, JavaScript

Core Competencies: UX/UI Principles, Graphic Design, User Research, Project Management, Collaboration, Agile

Work Experience

Web Design Intern | Atlantic Union Bank
May 2024 - Aug 2024

- Provided 10 actionable UX optimization strategies that improves user satisfaction by conducting competitive analyses by reviewing user flows and personas to identify opportunities for site engagement and navigation enhancements
- Improved WCAG, CRO, and accessibility by 6.08% using SiteImprove, through page load speed testing with A/B testing, compressing masthead images, adding alt text, and addressing AA and A issues in Kentico
- Achieved positive feedback by 100% of the executives by designing, researching, and presenting a deck, leveraging UX/UI principles to create a visually engaging and informative experience
- Enhanced consistency and accuracy by 4% across branch locations by identifying variances between digital presence and actual sites using a digital presence platform
- Organized over 30 pages of consumer guidebook data in Excel, improving access and usability, which will reduce data retrieval time and streamline reference for future mergers

UI/UX Designer | Personal Projects
March 2022 - Dec 2024

- **Petnificent Pet Grooming Site Redesign:** Developed a cohesive design system with style guide and components, improving overall consistency and scalability for potential future projects
- **Paradise Pastures Casino App:** Designed 10+ wireframes and high-fidelity prototypes for a casino-themed mobile game, improving interface usability
- **BuildBuddy Web & Mobile App:** Iterated on design concepts through 5+ rounds of feedback from a design community, refining user interface elements to align with best practices

Production Artist, Administrator | TogeShop
August 2019 - March 2022

- Enhanced brand exposure and nationwide orders by 20% through strategic social media advertising using Google Analytics and designing the e-commerce website in Shopify
- Improved project efficiency by 5% and collaborated closely with the Senior Designer to address design challenges, create illustrations, and execute project directives
- Reduced development costs by 3.8% by using Adobe Suite and Figma for editing, wireframing, and creating high-fidelity mockups