

# Victoria Fontaine

Product Designer & Front End Developer  
with Product Manager Experience.

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## Experience

JAN 2024 - CURRENT

### Freelance Designer & Developer | [Self-Employed](#)

- Brand development / Custom design systems IA/content design
- Custom site design and layout
- Graphic design for print, web, and social
- Packaging and apparel design
- Front end development
- Photo retouching

MAY 2018 - JAN 2024

### Lead UX Designer | REMOTE | [MoveOn.org](#)

- Conducted research projects and analyzed data to determine top digital key membership experiences and prioritize areas for improvement.
- Defined primary quantitative goals based on company wide qualitative goals and past performances. Lead projects to improve relative product engagement.
- Increased "Donate" CTA clicks by 172%, "Join" CTA clicks by 249%, and "Start A Petition" CTA clicks by 1103% through the navigation update project.
- Created branding and design systems for simple to complex campaigns with varying target audiences, timelines and purposes.
- Lead user group tests for acceptance with existing features, prototypes, new experiences, and more on platforms such as UserZoom Go.
- Designed, built and tested custom microsites in rapid response environments with a typical turn around time of 2 weeks.
- Worked with stakeholders to determine project success metrics and KPIs as well as set feasible milestones and long term goals.

JAN 2015 - MAY 2017 | NEW YORK, NY

### Full Stack Dev & Designer | HYBRID | [Bauer Xcel Media](#)

- Redesigned and led the front-end rebuild of Sweepon.com with a mobile first approach and responsive layout using bootstrap.
- Worked on a team of developers to rebuild the back-end of Sweepon.com.
- Worked closely with the design team to implement new features on sweepon.com and sister editorial sites.
- Assisted with removal of legacy code and moving the site to an MVC framework while revamping test cases in a TDD environment.

## CAREER OBJECTIVE

I'm a product designer with front-end development and product management experience currently looking for a remote or hybrid remote position.

My relative skills include product management, brand management, print design, ideation, rapid prototyping, data analysis and ideation, user and QA testing.

## EDUCATION

[New Media Design, BFA](#)  
Rochester Institute of Technology  
2008, Rochester NY

## SPEAKER

[Netroots Nation: User experience in Organizing](#)

## SKILLS

Graphic Design  
Interactive Design  
Print Design  
Branding  
Prototyping  
IA/UX  
User Research  
Motion Graphics

## TOOLS

Photoshop / Illustrator  
Figma / Adobe UX / Invision  
HTML / CSS / JS / PHP  
Wordpress

*References available upon request.*