

Bryenne Kay

Senior UX Designer

Contact

- 📞 +33 07 77 18 00 08
- 📧 bryennekay.com
- ✉ contact@bryennekay.com
- 🌐 linkedin.com/in/bryenne-kay/

About me

I'm a senior product and UX designer with over seven years of experience creating user-centered solutions for enterprise SaaS applications. I specialize in leading user research, crafting scalable design systems, and designing intuitive workflows that balance business goals with user needs. My collaborative and outcome-driven approach ensures impactful and innovative designs that empower users and drive measurable results.

Professional Experience

Software Product Designer | Exotrail

Toulouse, France August - December 2024

- Designed wireframes and prototypes for satellite mission planning and deployment interfaces, reducing stakeholder errors and task completion time by 20% and improving task efficiency.
- Collaborated with cross-functional, agile teams to transform highly technical requirements into user-friendly interfaces, enabling government and commercial clients to manage satellite deployment workflows.
- Created and implemented design strategy roadmaps that reduced client trial onboarding time by 15% and enhanced internal communication workflows.

Product Designer & UX Researcher | Basium

Montreal, Canada · June 2022 - Present

- Conducted UX audits and reorganized information architecture, increasing e-commerce sales by 13% within 6 months.
- Leveraged Google Analytics and SEO tools to identify user behaviour trends, optimize websites performance, and deliver pixel perfect, accessible design in production.
- Produced end-to-end website creation for individuals and small business, boosting client engagement by 13% and improving bookings by 25% through usability heuristics, testing and user research.

UI/UX Designer | Evolving Web

Montreal, Canada · September 2023 - July 2024

- Implemented intuitive website solutions for high-profile clients, including Canada Lands Corporation and BC Public Health Services, improving accessibility and usability across digital platforms.
- Led user research initiatives, including surveys, persona creation, and heuristic analyses, ensuring design decisions aligned with data-driven insights.
- Launched and maintained internal and client facing design systems, including the global design system for 14 government websites in collaboration with development.
- Executed the wireframes, mockups, user research, interviews and workshops for the Loyalist College website redesign while collaborating with strategist, PMs and development teams, resulting in 7% improved task completion according to Google Analytics.

Product Designer | LeadPlus

Tokyo, Japan · November 2019 - June 2022

- Designed performance dashboards and workflows for a B2B SaaS platform, saving users 100+ hours monthly and improving overall efficiency.
- Built scalable design systems for client facing reporting software and for a digital marketing platform, reducing design-development handoff time by 20% per project.
- Conducted extensive user research and usability testing in collaboration with stakeholders to ensure product alignment with business goals and customer needs, while transforming complex workflows into intuitive, scalable solutions.

Product Designer | Aimily App

Tokyo, Japan · January 2018 - December 2019

- Supervised and onboarded 4 new team members on workflows and Figma usage, enabling the team to meet critical deadlines for a successful App Store launch.
- Conducted discovery and definition phases, including user interviews, wireframes, and prototypes, achieving a 97% success rate in usability testing.
- Collaborated with developers in a fully remote, asynchronous setup to ensure design fidelity and successful product iterations.

Education

Bachelor of Arts · York University
Coding Bootcamp · Le Wagon
Figma Academy Certification · Academy 2.0

Toronto, Canada
Tokyo, Japan
Fukuoka, Japan