

# BRITTANY BELLANCA

SENIOR WEB DESIGNER



I am a talented web, visual, and experience designer with roots in psychology, education, and start-ups. My strong sense of empathy and foundation in data-driven research guides user-focused, innovative product and program creation. I strive to craft beautiful, intuitive solutions through iterative design strategies. Exchanging knowledge and collaborating with others energizes me; I believe we are stronger together. In my next role, I want to create meaningful web experiences.

 Upon Contact

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 [brittanybellanca.com](http://brittanybellanca.com)

 [linkedin.com/in/brittanybellanca](https://linkedin.com/in/brittanybellanca)

## EDUCATION

### M.A. MASS COMM & WEB DESIGN

University of Florida  
2017 - 2018

### B.S. PSYCHOLOGY

University of Central Florida  
2007 - 2011

## SKILLS

### PROFESSIONAL

- Persistence in Problem Solving
- Honest Collaboration
- Effective Communication
- Top-notch Organization
- Project Prioritization
- Impactful Team Leadership
- Growth Mindset Orientation

### TECHNICAL

- HTML / CSS / Sass / JS
- Responsive Web Design
- Wireframing & Mockups
- Interactive Prototyping
- Adobe XD & Sketch
- Photoshop & Illustrator
- User Research & Analysis

## AWARDS

### SUPER BOOM RECIPIENT

Popmenu, Inc. | 2020

### GRADUATION W/ DISTINCTION

University of Florida | 2018

## PROFESSIONAL EXPERIENCE

### SENIOR WEB DESIGNER

Popmenu, Inc. | 2018 - Present

As a senior web designer, I have honed my craft. My design methods bring beauty to websites and my carefully selected digital strategy helps to create a seamless user experience for the restaurant's customers while tending to the client's goals on the web.

- Designed hundreds of client websites to satisfy various needs - from small mom & pop shops to large nationwide chains ([view selected live website designs](#))
- Created and maintained a library of site themes & templates
- Fostered skill growth in contract web designers via error tracking implementation
- Pioneered Client Experience team's use of Monday.com for project management
- Collaborated with cross-functional committee to recommend company brand styles

### WORDPRESS DEVELOPER

University of Florida Courses | Fall 2018

During the final semester of my Master's Program, I developed multiple WordPress websites from scratch using HTML, CSS, PHP, custom-made page templates, widgets, and plugins.

- RAMMP Site Development: End-to-end process began with a situational analysis plus brand identity styling and resulted in a tailored, professional, user-friendly, conversion-focused WordPress website ([view the full campaign](#))
- Tasty Trivia Redesign: Strategically incorporated guest needs and evidence-based best practices to design wireframes and mockups before coding a totally customized, mobile-responsive WordPress website ([view the full case study](#))

### PROGRAM DEVELOPER / EDUCATOR

Seminole County Public Schools | 2017 - 2018

During the inaugural year of PSI High, I collaborated with a three-person team to build a new model of education from the ideation stage all the way to the actual running of the program.

- Worked with key stakeholders including students, staff, and community leaders to create a final product that met the needs of students in a truly innovative program
- Taught students the design process through authentic problems that required innovative solutions that were applied both within the school and community

## INTERESTS & HOBBIES



Design



Learning



Psychology



Planning



Escape Games



Trivia