



Brynn Arego

Proven UX Design Leader with Technical Front-End Expertise | Driving Digital Transformation & User-Centric Enterprise Solutions.

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Portfolio: designsbybrynn.com [LinkedIn](#)

Overview:

I am a highly motivated and results-driven UX/UI Design Leader with a strong ability to solve complex design challenges and deliver user-centric, accessible solutions that align with business goals. Demonstrated expertise in providing leadership, inspiring and guiding cross-functional teams to achieve exceptional results. With exceptional communication skills, able to clearly articulate design concepts and strategies to stakeholders at all levels, ensuring alignment and collaboration. Dedicated to driving design initiatives forward while maintaining a focus on innovation, efficiency, and operational excellence.

Skills:

Leadership & Strategy:

UX Strategy, Digital Transformation, Team Leadership, Communication, Process Optimization, Cross-Functional Collaboration, Agile Methodologies

Technical Expertise:

UX, Design, UI Design, Accessibility (a11y), Ecommerce, SEO, AEM, Magento, Wordpress, AI-driven UX Optimization, AI Prompting, Automation, SQL

Modern Web Stack:

HTML5, CSS3, LESS/Sass, ReactJS, Angular, webpack, Node, npm, JavaScript, jQuery, Bootstrap, Foundation

Apps & Tools: Figma, Photoshop, Illustrator, Google Analytics, PowerBI, Power Automate, GIT, Jira, Sublime, Visual Studio, PHP Storm, Optimizely, Hotjar

Experience:

General Motors (GM)

UX & UI Design Manager | March 2021 – Present

- Providing leadership for UX/UI strategy and accessibility initiatives for enterprise-wide global applications including digital products, mobile applications and design systems supporting GM Finance and enterprise operations.
- Lead a high-performing UX team, fostering innovation and collaboration, with directed projects earning Opex Awards for Operational Excellence and CFO Impact Awards.
- Partner with IT, finance, and business leaders to align UX initiatives with corporate goals.
- Champion design thinking methodologies to optimize operational efficiency and usability.
- Oversee UX research and usability testing to refine applications and enhance user engagement.
- Led UX design for GM's corporate innovation tool, enabling employees to develop and implement ideas through collaboration with key resources.
- Directed UX strategy for a tool improving quality across EV, ICE, software, and AV, earning an Operational Excellence Award.
- Directed the development of design systems to standardize finance dashboards, improving key metric accessibility by 80% and streamlining decision-making.
- Built strong IT partnerships to address resource constraints and ensure the progression of critical finance projects.
- Spearheaded AI-driven UX strategies to enhance automation and user experiences within GM Finance.

Senior UX Designer & Developer | Feb 2019 – March 2021

- Led UX/UI enhancements for the Global Employee Services HCM digital platform, significantly improving employee satisfaction by 18% according to eNPS surveys.
- Oversaw digital service delivery, optimizing workflows and enhancing user experiences for greater efficiency and engagement.
- Designed and implemented UX roadmaps and content strategies aligned with corporate goals and key performance indicators (KPIs) to drive business impact.
- Provided strategic insights on harnessing technologies like AI & ML, user behavior analytics tools, A/B testing platforms, responsive web design frameworks, PWAs, design systems, cloud-based collaboration tools, and automated testing frameworks to drive UX improvements, enhancing user engagement and overall experience.
- Partnered with IT and business teams to integrate UX-focused solutions.
- Utilized analytics to continuously refine UX design and engagement.

Summit Sports

UX Designer & Developer | June 2018 – Feb 2019

- Designed and optimized digital experiences to enhance usability and engagement.
- Developed prototypes, mockups, and user flows to improve interactions.
- Led A/B testing initiatives to drive performance optimization.
- Built and deployed responsive applications, ensuring cross-platform consistency.

UnitedHealthcare Group / Optum

Senior Front-End Developer | Feb 2017 – Oct 2018

- Designed and developed accessible enterprise web applications using Angular.
- Created scalable, reusable UX components to improve efficiency.
- Enhanced accessibility and user engagement through UX improvements.
- Worked within a Scaled Agile Framework to align UX with business goals.

Senior Front-End Developer (Contractor through Collabera) | Aug 2016 – Feb 2017

- Developed responsive UX components for large-scale applications.
- Designed React-based interfaces to improve digital experiences.

Classy Llama

UX Designer & Developer / CRO Strategist | Feb 2013 – Aug 2016

- Directed UX strategy for major corporate clients such as 3M, Minnetonka, and Tilebar, as well as boutique brands, enhancing customer journeys and optimizing high-traffic eCommerce platforms.
- Designed and implemented A/B testing strategies to improve conversion rates.
- Developed Magento-based frontend themes, enhancing usability and engagement.

Earlier Experience

Held leadership and technical roles in UX design, front-end development, and digital strategy at various companies. Led design teams, drove innovation in web development, and contributed to user-centric digital transformations.