



# Victoria Fontaine

## Product Designer with Front End Development & Project Manager Experience

Product Designer with 8+ years of experience within the design industry. Proven track record of increasing organic traffic as well as improving member retention and engagement, building accessible design systems, and managing products from ideation through launch and life cycle.

✉ [www.victoriafontaine.com](http://www.victoriafontaine.com)

✉ [admin@victoriafontaine.com](mailto:admin@victoriafontaine.com)

📞 845.551.9682

📍 New York, New Jersey

### TECHNICAL SKILLS

Adobe Creative Suite

Wordpress

Figma

HTML5

CSS3/SCSS

jQuery

PHP

### HARD SKILLS

content design print branding

prototyping motion graphics

user research user testing

graphic design photo editing

product management SEO

ux writing

### SOFT SKILLS

problem-solving empathy

adaptability client relations

communication leadership

self-motivation self-regulation

time management creativity

analytical thinking

dependability critical thinking

collaboration

### ENGAGEMENTS

"User Experience in Organizing"

Keynote Speaker

NetRoots Nation 2019

### WORK EXPERIENCE

#### Freelance Product Designer

2024 - Present

REMOTE

- Draft and sign service agreements that define the project scope, ownership, and termination clauses.
- Manage scope creep, project timeline, budget, project documentation, and deliverables (including developer ready files for hand off).
- Create low to high-fidelity wireframes, interactive prototypes and apply brand identity, typography, color theory, and accessibility standards
- Set communication standards, processes, managed stakeholders and strategic advisory

#### Lead UX Designer ▪ MoveOn.org

2018 - 2024

REMOTE

- Conducted research projects and analyzed data to determine top 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 a multitude of campaigns ranging from simple to complex with varying target audiences, timelines and purposes.
- Routinely conducted A/B experiments in Optimizely, analyzed results, designed and implemented changes or worked closely with tech to implement changes based on desired results vs actual results.

### RECENT COURSES & TRAININGS

Marketing Writing for UX Writers

UX Content Collective

Analytics for marketing specialists and digital analysts

Google

Analytics for developers

Google

### EDUCATION

BFA in New Media Design

2008, Rochester NY