Skills

- iOS & Android UI/UX
- React design components
- Agile/Scrum
- User-driven development
- UI design principles
- Responsive web design
- Design systems & patterns
- Rapid prototyping
- Wireframing
- Competitive analysis
- User research
- User personas
- User flows
- Usability testing
- Site maps
- Icon & animation design
- HTML, CSS & JS basics
- Color theory & palettes
- Typography
- Logo & brand design
- Style guides
- Hand-lettering
- Illustration

Tools

- Figma
- Jira
- Sketch
- InVision
- Miro
- Testflight
- Browserstack
- Balsamiq
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Lightroom

Education

**UI/UX Designer, Certificate
Career Foundry**
March 2020 - February 2021

Intensive project-based
UI Design training program
with a focus on the UX
design process, mobile app
design for iOS and Android,
responsive web design, and
front-end development.

😊 Brianna Nicole Jackson / Product Designer

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Profile

Lead Product Designer for nationwide healthcare company working in Agile/Scrum environment with in-house team + contracted agency to develop patient-facing responsive React web portal, and native iOS and Android app. High-level knowledge of visual design and front-end development. Experience with designing and delivering products from start to finish, as part of a cross-functional team. Demonstrated ability to thrive in fast-paced environment with tight deadlines. Deep understanding of user-centered design methods and best practices. Former career in visual and graphic design, specializing in illustration, logos and branding.

Experience

UI/UX Designer, Mobile App
Marathon Health, June 2021 - Present

- Lead Product Designer working in Agile/Scrum to develop React website, iOS & Android app.
- Participate in development life-cycle by working in 2 week sprints + monthly releases.
- Work closely with product managers, product owners, engineers and users.
- Conduct user research through moderated and unmoderated usability surveys, gather feedback from reviews and other sources.
- Analyze member feedback and solve complex problems through informed design decisions.
- Translate technical business requirements into beautiful, intuitive design solutions.
- Create concepts, site maps, user flows & journeys, navigation strategies and prototypes.
- Generate detailed final design specs to ensure accurate developer builds.
- Work with developers and QA to ensure a polished product is delivered every release.
- Explore new design ideas through market and competitor research.
- Manage and prioritize design tickets using a Kanban board in Jira.
- Follow a high-level product roadmap prioritizing new features, enhancements and bugs.
- Assist with User Acceptance Testing (UAT) to review & approve UX/UI elements.
- Build and manage design system across projects.
- Assist with app store submission, including release notes and marketing screenshots.
- Participate with team in daily standup, sprint planning, review & retrospective.

UI/UX Designer, Art Director, Graphic Designer, Illustrator
Little Arrow, January 2013 - 2021

- UI/UX design of the eCommerce website using a mobile-first approach.
- Hired and managed developers to code the website and prepared digital assets for handoff.
- Envisioned and executed the brand guide, including hand-lettering the logo.
- Instituted design systems including brand guides and pattern libraries.
- Forecasted industry trends and gathered user research to develop new product concepts.

UI/UX Designer, Design Consultant
Self-employed, January 2013 - 2021

- Conducted competitive and marketplace research to determine UI and visual direction.
- Advised, collaborated and designed merchandise, branding and logo packages for clients.
- Created design systems including brand guides and pattern libraries.
- UI/UX of responsive, mobile-first websites and native app designs.
- Created concepts and implemented design for product packaging and marketing materials.