

Brianna Button

Senior Product Designer

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WORK EXPERIENCE

Appcues / Senior Product Designer

*MAR 2020 - APR 2020, BOSTON, MA

Brought on to lead the design of the analytics and reporting capabilities for the product.

Leveraged quantitative and qualitative research to identify gaps and opportunities to provide users more valuable and applicable metrics.

Acquia / Senior UX Designer

DEC 2017 - MAR 2020, BOSTON, MA

Led the design of Acquia's flagship product, Acquia Cloud by spearheading the design of new features and UX/UI improvements from concept to implementation.

Facilitated cross-functional design workshops across all levels in Product, Engineering, Customer Success, Support & Sales/Marketing, etc. to help identify key areas of improvement and known customer pain points to inform suitable design solutions.

Leveraged quantitative (e.g. Amplitude) and qualitative research (e.g. user interviews and usability tests) to identify key user pain points and influence strategic planning by helping to define the product roadmap.

Created wireframes, prototypes, and high-fidelity designs while facilitating cross-functional alignment amongst key stakeholders (inc. Product, Engineering, and my Design Manager) to ensure that outputs sufficiently met product/engineering requirements and business needs whilst solving the user problem(s).

Conducted generative user interviews and usability testing independently as well as in partnership with a UX Researcher. Supported the UX Research partner by identifying research objectives and assumptions to be tested. Leveraged key research findings to iterate concepts and designs.

Facilitated a formal design handover process with Engineering & Product peers to support alignment and delivery prioritization.

Contributed to the continuous improvement of designs post-release by monitoring usage data and customer feedback to inform design iterations and influence decision making.

**Unfortunately, Appcues' business became negatively impacted by Covid-19 and I am currently looking for other employment opportunities.*

EDUCATION

Endicott College / BFA Visual Communications

SEPT 2010 - MAY 2014, BEVERLY, MA

Studied Visual Communications with a concentration in Graphic Design. Curriculum focused on a balance of fine art skills (e.g. drawing, painting, 3D Design), visual design principles, art history, and web design.

Florence University of the Arts / Semester Abroad

JAN 2013 - MAY 2013, FLORENCE, ITALY

Studied abroad in Florence for a spring semester learning advanced web design, photography, and art history.

SKILLS

Design: Product & UX design / Strategy development / User flows / Concept sketches / Wireframes / Visual Design / Information Architecture / Responsive Design / Prototyping / Production redlines / Style guides & pattern library

Research: Qualitative Research / Quantitative Data Analysis / A/B Testing / Persona Development / Usability Testing / User Interviews

Collaboration: Organizing workshops / Facilitating design sprints / Cross-functional collaboration / Stakeholder collaboration / Mentoring / Self Starter / Detail oriented / Communicative / Flexible

Tools

Axure / Sketch / Figma / Principle / Zeplin / Adobe Creative Cloud / JIRA

WORK EXPERIENCE (continued)

Liberty Mutual Insurance / UX/UI Designer

AUG 2016 - DEC 2017, PORTSMOUTH, NH

Worked within an Agile team to launch a MVP redesign of Safeco.com.

Analyzed the current content with the Content Strategist to create the new site architecture and navigation.

Used Axure to prototype wireframes of responsive page layouts and new functionality.

Worked across LibertyMutual.com to increase the quote start rate, transition the pages to a new design and responsible for making improvements to the user experience of customer focused pages.

Worked with developers to ensure the experience across all devices and platforms is consistent.

Collaborated with the team to solve problems effectively and efficiently that meet both the stakeholders' and users' needs.

Piehead & Co. / UX Architect

OCT 2014 - AUG 2016, PORTSMOUTH, NH

Led UX strategy in partnership with EVP Operations for website re-designs and Proof-of-Concepts.

Analyzed the current structure and organization of content on clients' existing sites. Reorganized and reformatted the information architecture, content, and navigation structure based on the user personas, the client's business goals, and best practices to provide a better experience.

Developed user personas based on the client's existing and new target audiences.

Responsible for building out wireframes and prototypes at multiple breaking points to adapt to a variety of devices and platforms utilizing Axure.

Closely collaborated with designers and front-end developers throughout all aspects of projects to ensure the team is addressing the client's and user's needs from all areas.

Collaborated with designers, project managers, EVP Operations and strategy team to develop a competitive analysis based on individual research and client needs.

Presented deliverables and strategy to clients via screenshare/ phone and in person.

Populated websites in CMS platforms such as Drupal, Wordpress and Kentico.