

# Brianna Button Daniels

## Manager, Product Design

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### WORK EXPERIENCE

#### Acquia, Product Design Manager

NOV 2022 - CURRENT, REMOTE (SOMERSWORTH, NH)

##### Leadership & Team Management:

- Manage 5 product designers across global locations within Acquia's R&D Design team (9 designers, 2 researchers), partnering with the Product Design Director to provide mentorship, strategic direction, and foster cross-functional collaboration.
- Coach and mentor direct reports on soft skills (collaboration, communication, adaptability, decision-making) and design skills (ideation and prototyping), resulting in the promotion of 2 designers to higher roles.

##### Design Strategy & Process:

- Partnered with the Product Design Director to establish a design process using the Double Diamond framework, driving consistency across products, advancing design maturity, and aligning cross-functional teams.
- Lead design efforts across 6-8 product areas within Acquia's product suite, ensuring alignment with product and engineering teams, managing timelines, and driving business goals.
- Established and structured regular design reviews to improve project visibility and elevate the quality of design deliverables.
- Initiated Experience Reviews with cross-functional teams and R&D stakeholders, creating feedback loops for PMs and design partners and enhancing visibility into intersecting projects—now integrated into R&D's product development life cycle.

##### Cross-Functional Collaboration & Project Planning:

- Contribute to annual R&D roadmap planning, defining concepts for upcoming and ongoing projects, aligning design efforts across products, and advocating for additional design resources.
- Coordinate quarterly with the Product Design Director to plan, scope, and prioritize design and research initiatives, ensuring alignment and effective resource allocation.
- Partner with Product leaders to develop strategy and high-level visual concepts, including integrating Acquia's products with third-party partners.

#### Acquia, UX Team Lead

APRIL 2021 - OCT 2022, REMOTE (SOMERSWORTH, NH)

##### Design Leadership & Strategy:

- Led design strategy and managed a team of 3 UX designers and a researcher on a project to analyze user and business needs, assess current product value, and prioritize features within Acquia's multi-site hosting platform, with the goal of transferring that value to other hosting products.

### EDUCATION

#### Endicott College

##### BFA Visual Communications

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

FLORENCE, ITALY

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

### SKILLS

**Design:** Product & UX design, Strategy development, User flows, Journey mapping, Concept sketches, Wireframes, Visual Design, Information Architecture, Responsive Design, Prototyping, Design systems & 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

**Leadership:** Team leadership & mentorship, Strategic planning, Process optimization & implementation, Resource & timeline management, Coaching & professional development, Stakeholder engagement & communication, Conflict resolution & decision making, Performance feedback & growth facilitation

### Tools

Figma, Sketch, Axure, Adobe Creative Cloud, JIRA, Asana, Dovetail, PlaybookUX, Amplitude, Slack, Zoom, Google Workspace

## WORK EXPERIENCE (CONTINUED)

- Delegated design tasks to the team, collaborating with the PM to define key requirements, user flows, wireframes, and new interaction patterns to be integrated into the Acquia Design System.

### Research & Collaboration:

- Collaborated with the researcher to identify key research needs, address gaps, and evaluate project success. Supported 23 user interviews and 4 usability tests on mid- and high-fidelity designs, contributing insights to inform design decisions, ensure user-centric outcomes, and align with business goals.
- Collaborated with the lead architect and technical lead to create an information architecture that balanced technical constraints, business requirements, and user needs.

### Mentorship & Team Development:

- Mentored designers throughout all phases of the design process, fostering effective communication and collaboration with stakeholders and project partners, while helping them enhance their skills in Figma, design systems, and the overall design process.

## 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, UX Designer to Senior UX Designer

DEC 2017 - MAR 2020, BOSTON, MA

- Led the design of Acquia's flagship product, Acquia Cloud, by driving the design of new features and UX/UI improvements from concept to implementation.
- Facilitated cross-functional workshops with teams in Product, Engineering, Customer Success, Support, Sales, and Marketing to identify pain points and define suitable design solutions.
- Leveraged quantitative (e.g., Amplitude) and qualitative (e.g., user interviews, usability tests) research to identify user pain points, influencing product roadmap decisions and strategic planning.
- Created wireframes, prototypes, and high-fidelity designs, ensuring alignment across cross-functional teams (Product, Engineering, Design) to meet product requirements and solve user problems.
- Conducted user interviews and usability tests independently and in partnership with a UX Researcher, iterating designs based on key research findings.
- Supported UX Research by defining research objectives and assumptions, ensuring that testing efforts aligned with design goals.
- Facilitated design handovers with Engineering and Product teams, ensuring alignment on design details and prioritization for implementation.
- Monitored post-release product user data and customer feedback to inform design iterations, contributing to the continuous improvement of product features.

## WORK EXPERIENCE (CONTINUED)

### **Liberty Mutual Insurance, UX/UI Designer**

**AUG 2016 - DEC 2017, PORTSMOUTH, NH**

- Worked within an Agile team to launch an MVP redesign of Safeco.com, focusing on improving user experience, updating the styles to the new brand, and aligning with business goals.
- Collaborated with the Content Strategist to analyze current content and create a new site architecture and navigation.
- Led UX improvements across LibertyMutual.com, optimizing customer-focused pages and increasing the quote start rate by transitioning pages to a new design.
- Worked closely with developers to ensure consistent cross-device and cross-platform user experiences.

### **Piehead & Co., UX Architect**

**OCT 2014 - AUG 2016, PORTSMOUTH, NH**

- Led UX strategy in partnership with EVP Operations for website redesigns and Proof-of-Concepts for mobile applications, aligning user needs with business goals.
- Analyzed and restructured content on client websites by reorganizing information architecture, content, and navigation based on user personas and best practices to improve content discoverability and usability.
- Developed user personas based on target audience research to inform design decisions and ensure alignment with client goals.
- Created wireframes and prototypes using Axure, adapting designs across multiple breakpoints to ensure responsive experiences on various devices and platforms.
- Collaborated closely with cross-functional teams, including designers, front-end developers, project managers, and EVP Operations, throughout all project phases to address client and user needs.
- Conducted competitive analysis in collaboration with designers, project managers, and the strategy team, providing insights to inform design and strategy decisions.
- Presented deliverables and strategy to clients, both remotely and in person, ensuring alignment and buy-in across stakeholders.