

Brianna Button Daniels

Product Design Leader

Experienced product designer and design leader with deep expertise in enterprise and B2B platforms. Blends hands-on product design with people-centered leadership to deliver scalable, user-focused solutions across complex, multi-product environments.

603.988.4434

briannabutton11@gmail.com

www.briannabuttonondesign.com

Password: bbutton

WORK EXPERIENCE

Acquia, Product Design Manager

NOV 2022 - CURRENT, REMOTE (NEW HAMPSHIRE)

Leadership & Team Management:

- Manage 5 product designers across global locations within Acquia's R&D Design team (10 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 3 designers to higher roles.

Design Strategy & Process:

- Driving cross-product consistency and usability by partnering with a product designer to define and document new design patterns and guidelines for the Prime Tech Library. The design library is actively in use across 3 products and scaling to the full suite of 10+ products by 2027.
- Exploring AI agent integration to enable goal-driven experiences across our product suite. Collaborating with the lead researcher and Product Design Director to shape the future-state vision and uncover opportunity areas for strategic adoption.
- 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.
- 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.

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, Information Architecture, Concept sketches, Wireframes, Visual Design, 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)

Acquia, UX Team Lead

APRIL 2021 - OCT 2022, REMOTE (NEW HAMPSHIRE)

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.
- 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.
- 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.
- Monitored post-release product user data and customer feedback to inform design iterations, contributing to the continuous improvement of product features.