



Briana Bischoff
Senior Product Designer

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Let's connect!

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View my work!

brianabischoff.com

Design Toolset

Adobe CS
Illustrator
Photoshop
InDesign
Premiere
After Effects
Lightroom
Procreate

UI & Code Toolset

- Figma
- Sketch
- Adobe XD
- Webflow
- HTML / CSS
- JavaScript
- JQuery
- VS Code / Atom

UX Skill set Repository

Design Thinking
Journey Mapping
UX Workshops
Contextual Inquiry
User Personas
User Testing
Service Blueprinting

- Storytelling
- Survey Design
- Roadmapping
- Wireframing
- Prototyping
- Design Systems
- Content Strategy

Research & UX Toolset

- User Testing
- Dovetail
- Coda
- Google Suite
- Fullstory
- Google Analytics
- Launch Darkly
- GraphQL
- Miro
- Mural
- Figjam
- Trello
- Jira
- Confluence
- N/N Group
- Teams

Marketing & Branding

Brand Identity
Brand Voice
Brand Guidelines
Logo Design
Social Media
Strategic Design
Marketing Design

Email Marketing
Digital Advertising
Website Management
Motion Graphics
Print Collateral
Retail & Promotional
Competitive Analysis

A Bit About Me

- Anosmic 🤧
- Nightowl 🦉
- Costumer 🎭
- Seamstress 🧵
- Gamer 🎮
- Horror fan 🦇
- Loves nature 🌿
- A total nerd 🧐
- Animation fan 🎬
- Lover of patterns 🌀
- Empathy queen 🤝
- 3D props builder 🛠️

Experience



Senior Product Designer | Gartner

November 2021 - January 2024 (2 yrs, 3 mos)

Working on Gartner Digital Markets Sites: Captterra, Software Advice, GetApp. Design related responsibilities included:

- All visual design stages from conception to final hand-off to Front-end Engineering maintaining brand style and consistency.
- Planned and executed research to inform design decisions:
 - Heatmaps, scroll rates, click rates
 - User testing, reviewing user sessions
- Understood and used analytics data to report insights and improve user experience metrics.
- Created a variety of deliverables and share-outs:
 - Personas, user journeys, user flows
 - Wireframes, mockups and test-ready prototypes
- Tracked, measured and understood impact, to iterate on current experiences and envision opportunities for new ones.
- Worked cross-functionally across teams and involved stakeholders at the right time for updates and input.

Key Highlights

- Contributor of Captterra design system: Nimbus
- Lead Designer on Captterra User Profile Experience
- Lead Designer on Captterra Shortlist Brand & Proprietary Insights Experience
- 2022 Hackathon Winner

Main Skills Used

- Design Thinking & Leading Workshops
- User Testing
- User Analytics
- Prototyping
- Development Handoff & QA
- Stakeholder Interaction & Management
- Design Systems



Senior UI Designer | Bixal

September 2019 - November 2021 (2 yrs, 3 mos)

- Led user-centric design initiatives as a government contractor for multiple projects.
- Produced diverse designs for websites, graphics, social media, and email campaigns.
- Translated marketing strategies into effective designs, ensuring alignment with usability and web standards.
- Collaborated with internal and external developers to implement designs and maintain creative vision.
- Worked closely with VP of UX and Creative Director to translate marketing requirements into compelling campaigns.
- Managed digital design work and ensured consistency of brand across customer touch points.
- Played a key role in new client acquisition, business presentations, and supported proposal development.
- Mentored junior designers and lead in design system management learning & training.

Key Highlights

- USDA Brand & Web Design System for the Food Safety and Inspection Service
- USWDS Design System Creation, Management and Release
- HHS Online Covid Awareness Campaign
- HHS Website Management & Redesign
- Bixal Internal Branding, Website Design & Management, Social Media

Main Skills Used

Strategic Design Sessions
Brand & Marketing Design
Wireframing & Prototyping
Development Handoff & QA
Stakeholder Interaction & Management
Design Systems



Senior UI Designer & Marketing Lead | GoTab

February 2019 - August 2019 (7 mos)

- Created new website, product, and application designs as the sole designer for the startup company: GoTab.
- Took charge of branding, marketing, videography, photography, and web & app design responsibilities.
- Maintained a strong online presence for GoTab's brand.
- Served as lead product ambassador through various media channels to boost adoption, retention and engagement.
- Collaborated with operations and sales teams to design and implement restaurant-specific marketing materials for GoTab's restaurant industry clients & customers.
- Restaurant marketing designs included:
 - Posters, postcards, & brochures
 - Table toppers, QR code coasters & stickers
 - Digital ads & website campaign designs
 - Promotional social media designs

Key Highlights

- GoTab Marketing Material
- Onsite Client Marketing Material
 - Stone Brewing
 - Starr Hill
 - Bold Rock
 - Hilton Bonvoy

Main Skills Used

Brand & Marketing Design
Management of multiple clients
Development collaboration & alignment
Restaurant specific marketing designs



Digital Designer (UX/UI) | Toys"R"Us

June 2016 - May 2018 (2 yrs)

- Produced graphic, web, and social content for a St. Jude Fundraising campaign, contributing to a successful fundraising effort exceeding 3 million dollars.
- Conceptualized and executed strategic creative solutions for comprehensive cross-channel marketing campaigns, encompassing print, digital, social, and visual signage.
- Collaborated with the UX team to deliver essential elements for the e-commerce website, such as:
 - Web advertisements & email marketing strategies
 - Landing pages & microsites
 - Social media content
 - Mobile app design & games
 - Mobile augmented reality elements
- Ensured adherence to corporate branding standards while creating designs, including:
 - Logos & marketing materials
 - Storyboards, pitch decks & presentations
 - Event visual displays, corporate and retail swag
 - Motion graphics & videos
- Fostered collaboration with creative marketing partners across Design, Development, Copy, and Photo Art Direction teams.

Key Highlights

- Toys"R"Us and St. Jude Children's hospital co-campaign totaling over 3 million dollars in donations
- Toys For Tots campaign collaboration
- Geoffrey specific branding management and marketing material
- Geoffrey Pop Figure design

Main Skills Used

- Internal Corporate Brand Management
- Brand Creation & Management
- Cross brand Collaboration
- Campaign Design
- Promotional, Marketing and Retail Design
- Website Creation & Management
- Social Media Design



Lead UX/UI Designer | New Possibilities Group

June 2012 - June 2016 (4 years)

- As the lead designer, orchestrated the redesign of the Newsy website, implementing responsive design and enhancing user interaction for an improved video viewing experience.
- Key responsibilities encompassed strategic design, wireframing, rapid prototyping, and creating design mockups presented to clients.
- Provided assets, coding assistance, and ensured quality assurance for responsive website designs across all browsers and devices.
- Produced various design elements, including newsletters, PowerPoint presentations, instructional and marketing videos, email blast templates, and web advertisements.
- Developed print materials such as logos, corporate identity, corporate swag items, branding guides, stationary, and business cards.
- Collaborated seamlessly with a multidisciplinary team of designers, developers, and marketers to engage in one-on-one client interactions, managing website design and development projects.
- Spearheaded photography shoots, location sessions, and oversaw the editing process.

Key Highlights

- Scripps News & Newsy Website Design
- Scripps News & Newsy Mobile App Design
- TLC Vision Brand Management, Campaign and Web Design
- ANA (Association of National Advertisers) Web Design

Main Skills Used

Brand Creation, Management & Marketing
Custom Web & App Designs
Internal Brand & Website Management
Wireframing & Prototyping
Development Handoff & QA
Stakeholder Interaction & Management

Education



William Paterson University
BFA Graphic Design

Certifications



Nielsen & Norman Group
Interaction Design Specialty



General Assembly
Front-end Web Development

Groups



Tech Ladies
Member



AIGA
Professional Member