


# BRIANNA BUISSERETH



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## OBJECTIVE

Driven User Experience and Interaction Designer seeking to harness proven expertise and skills to deliver outstanding user-centric solutions while building an effective digital experience in the world of media and design. Proficient in user research, wireframing, prototyping and leveraging these skills to create intuitive and visually compelling designs that elevate user satisfaction. Thriving on variety and challenges, I view every project as an opportunity for personal and career development. Eager to work alongside fellow professionals, learning from their experiences and sharing my own expertise, to collectively enhance our skills and produce outstanding results. Seeking to contribute innovative solutions within a collaborative team, combining user-centric approaches with design expertise to deliver products that resonate and exceed expectations.

## EXPERIENCE

### EPAM SYSTEMS - EXPERIENCE DESIGNER

OCT 2021 - MAY 2023

Designed intuitive user interfaces for internal applications and developed wireframes, prototypes, and mockups using applications including Sketch and Figma. Ensure designs align with client brand guidelines in order to maintain a consistent visual style across applications and platforms. Continuously refined and improved designs based on data-driven insights and user-centered principles. Collaborated closely with cross-functional teams, including developers and product managers, to ensure the effectiveness and the feasibility of design concepts to meet stakeholders needs.

### PERSONAL ACHIEVEMENTS

- Organized and structure content and information in a logical and user-friendly manner.
- Developed high-fidelity wireframes to improve the layout and basic functionality of digital products.
- Swiftly acquired proficiency in specialized programs pivotal to project and client requirements, enhancing productivity and ensuring comprehensive fulfillment of objectives.
- Analyzed and consolidated data from client projects to derive meaningful insights and actionable recommendations.
- Proactively utilized spare time to research and enhance consulting practices for client prototypes, optimizing resource allocation and refining project planning strategies for improved efficiency and outcomes.

### AFIYE - DREXEL UNIVERSITY SENIOR PROJECT

SEPT 2020 - JUNE 2021

Established brand identity for a family centric social platform. Organized and led several accounts of virtual workshops and interviews with repeating and new participants. Composed a complete user story throughout the project Afiye. Designed cohesive promotional materials for print, digital and video media.

### PERSONAL ACHIEVEMENTS

- Utilized strong assessment skills to determine necessary changes for the evolution of the project.
- Produced high quality assets across multiple mediums.
- Assumed leadership responsibilities, steering the cross-functional team in successfully executing project goals, driving collaborative efforts to achieve objectives within set timelines and exceed project expectations.
- Oversaw the project's successful launch and coordinated the development and dissemination of promotional content, ensuring alignment with strategic objectives and maximizing outreach effectiveness.

EPAM SYSTEMS - ASSOCIATE EXPERIENCE DESIGNER

MARCH 2020 - SEPT 2020

Visualized and designed campaigns across various physical and digital media to solidify existing client brand identities. Collaborated with multiple asynchronous remote teams and stakeholders. Designed digital products for a wide range of industries. Delivered high quality deliverables utilizing prototyping tools, Adobe Creative Suite and other multimedia programs to effectively complete the project. Participated in diverse virtual experience research workshops with key project stakeholders.

PERSONAL ACHIEVEMENTS

- Researched and designed innovative digital solutions.
- Encouraged the utilization of the latest digital tools.
- Adapted to new programs to achieve project goals despite short deadlines.

THUNK - DREXEL UNIVERSITY JUNIOR PROJECT

SEPT 2019 - MARCH 2020

Created and designed the brand identity for a multiplayer online game that inspired creativity. Collaborated a team to develop an iterative/expandable design system. Lead research workshops and user play testing sessions to improve and iterate. Managed and outsourced third parties for additional project elements.

PERSONAL ACHIEVEMENTS

- Synthesized mediums to achieve an accomplished final product.
- Produced high quality deliverables using various digital tools.
- Adopted different research methodologies and conducted open testing sessions.
- Assumed leadership responsibilities, steering the interdisciplinary teams in successfully executing project goals, driving collaborative efforts to achieve objectives within set timelines and exceed project expectations.

AFFILIATIONS & CERTIFICATIONS

INTERACTION DESIGN FOUNDATION

AI for Designers	2023 - 2024
Interaction Design for Usability	2023 - 2024
Design for a Better World	2023 - 2024
Accessibility: How to Design for All	2023 - 2024
Agile Methods for UX Design	2023 - 2024

EDUCATION

Bachelor of Science	Minor
Interactive Digital Media	Graphic Design
Drexel University	Drexel University
September 2017 - 2021	September 2019 - 2021

SKILLS

ADOBE SOFTWARE	PROTOTYPING TOOLS
Adobe Illustrator	Figma
Adobe Photoshop	Sketch
Adobe After Effects	Invision
Adobe Indesign	Axure RP 10