

De'Auna Brooks

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EMPLOYMENT HISTORY

UI/UX Intern, Kroger

August 2025 - December 2025; May 2026 - August 2026 | Cincinnati, Ohio

- Designed Figma prototypes for the self-checkout flow that were shipped to production, taking work from concept through implementation-ready hand off
- Led end-to-end analysis of a customer survey (n=100) focused on deals and savings, synthesizing findings into a ranked set of nine pain points by evidence strength
- Identified a unifying root cause, lack of real-time deal clarity across the understanding, tracking, and confirmation stages of the customer journey, that re-directed the team's problem framing
- Built an interactive Chart.js dashboard to communicate survey findings to stakeholders
- Authored a structured 30-question survey instrument by synthesizing internal research documents with independent thematic analysis

Product Engineer Intern, OldCastle Infrastructure

January 2025 - May 2025 | Toledo, Ohio

- Collaborated with a cross-functional team to develop products from concept through completion
- Built working prototypes to present design concepts to product management
- Partnered with the drafting team to create detailed product design models
- Designed a user-friendly dashboard that clearly visualized cross-brand product assemblies, improving customer understanding

EDUCATION

Industrial Design, University of Cincinnati

August 2023 - Present | Cincinnati, Ohio

College of Design, Architecture, Art, and Planning

Class of 2028

SKILLS

Generative Research

Information architecture, task and process flows, system/user interaction, mental models, user personas, journey maps, wireframes, sketching and prototyping

Formative Research

Interview protocols and inquiry, ethnography and systematic observations, task and scenario studies, survey design and implementation, design workshops, focus groups

Summative Research

Testing methods (A/B, usability, heuristic evaluation, cognitive walkthrough), information architecture testing

Software Tools

Figma, Google Forms, Adobe Illustrator, Photoshop, Keyshot, Autodesk Fusion 360