

BIANCA BRINKMAN

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PROFESSIONAL PROFILE

Interaction Designer, UX Designer

Experienced digital designer excelling in strategic design across e-commerce, advertising, marketing, pharmaceuticals, and real estate. Expert in web, app, and product design. Skilled in enhancing performance and engagement and product development strategies that surpass business goals.

Core Competencies:

- **Technical Skills** – Adobe Creative Suite, Adobe XD, Adobe Creative Cloud, Figma, Sketch, InDesign, Webflow, Procreate, PowerPoint, Keynote, Google Slides, Microsoft Office, Miro, Jira, and Confluence.
- **Design Skills** – Interaction design, user experience (UX), user interface (UI) design, information architecture, UX strategy, product development, user flows, user journeys, narrative storytelling, interaction models, prototypes, UX writing, user research, competitive research, research analysis, web accessibility (WCAG), design libraries, style guides, system onboarding, charity promotion, user acceptance testing, quality assurance, and working knowledge of HTML and CSS.

WORK EXPERIENCE

LEO BURNETT, Chicago, IL

08/2020 – 03/2024

A global advertising agency with over 500 employees and \$500M estimated revenue.

Interaction Designer (Full-time)

- Provided pivotal contributions to major branding and digital design projects by delivering innovative designs, prototypes, and expert consultation on user experience.
- Enhanced brand consistency by refining style guides and updating component specifications while ensuring web accessibility through site audits.
- Played a key role in promoting campaigns and elevating client presentations for multiple Leo brands, predominantly within the Altria portfolio.
- Increased user engagement by over 50M users.
- Clients included Marlboro, Virginia Slims, Black & Mild, L&M, Copenhagen, Red Seal, United Health, Campbell's, and Kellogg's.

INTOUCH SOLUTIONS, Chicago, IL

12/2018

A pharmaceutical marketing agency with over 500 employees and \$500M estimated revenue.

Creative Art Director, User Experience Writer (Freelance)

- Provided essential UX support during a two-week project covering for absent full-time employees.
- Crafted mood boards, wireframes, and straightforward prototypes for a doctor-supportive medical dashboard aimed at consolidating vital information to aid in medical diagnoses.
- Participated in client and internal reviews, contributing to the construction of the project's client presentation.
- Ensured smooth project transition post-contract by updating the Sketch library for easy onboarding and completion.

GENERAL ASSEMBLY, Chicago, IL

09/2017 – 12/2017

An adult education school emphasizing a lecture, practice, and critique approach. Work listed is from final client project.

User Experience Designer (Alumna)

- Collaborated with a startup to accelerate musical collaboration platform's beta testing within two weeks, with success measured by increased user retention.
- Utilized an iterative approach to refine the product across two rounds of rigorous research and testing.
- Employed iterative refinement over two rounds of research and testing, starting with a comprehensive competitive analysis using frameworks like SWOT (strengths, weaknesses, opportunities, and threats) and Porter's Five Forces.

- Subsequent brand analysis led to design enhancements validated through blind walk-throughs.
- Integrated successful features into the final design, providing the startup with a clear, user-friendly product breakdown for streamlined onboarding and access to key features.

ENVIRONS DEVELOPMENT, Chicago, IL

12/2016 – 09/2017

A Chicago-based architecture firm that provides interior design and residential development services for luxury.

Website Designer, Copywriter, Content Strategy (Freelance)

- Created the company website on Squarespace, preceded by an extensive research phase involving brand and competitor analyses.
- Created various design concepts, including wireframes and prototypes, and underwent rigorous peer reviews. Additionally, conducted interviews for team biographies and contributed to photoshoots for website imagery.
- Presented research findings and designs to the client, emphasizing competitive positioning and user impact.
- Incorporated client feedback into the website development process, overseeing all site content.
- Resulting mobile-friendly website surpassed its predecessor, effectively conveying the company's brand essence to visitors.

EDUCATION

Bachelor of Creative Writing, COLUMBIA COLLEGE CHICAGO, Chicago, IL (2015)

- Mastered crafting captivating prose across genres like creative nonfiction, horror, fantasy, science fiction, screenwriting, parody, and satire sketch comedy. Became adept at embodying diverse voices, delving into human complexities, and delivering thought-provoking reflections on the world.

PROFESSIONAL DEVELOPMENT

User Experience Immersive Course Certification, GENERAL ASSEMBLY, Chicago, IL (2017)

- Acquired fundamental expertise in digital design with a focus on enhancing user experiences through rigorous practices including research, iterative design, and thorough testing. Gained proficiency in managing small-scale client projects and delivering compelling presentations with impact.