

BROOKE — ANN

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SoCal-based
product designer
with a passion
for *interactive*
experiences.

SKILLS

Design

Strategy & Vision • Visual Design
• Illustration (Adobe CC) • Flows •
Wireframes & Mock Ups (Figma/Sketch)
• Style Guides & Design Systems •
Branding & Art Direction

Prototyping

Motion Design with Principle & AE
• Rapid Prototyping (Invision) •
Basic HTML/CSS/JS

Research

Data Analysis (Looker) • A/B Testing
& Experiments • Focus Groups • Diary
Studies • Usability Testing • Persona
& User Journeys

Collaboration

Self Starter • Communicating
Design Decisions • Roadmap
Planning • Retrospectives •
Organizing Team Workshops

KUDOS

Tinder Swipe Night

2020 People's Voice Webby Awards
2020 The One Show

EXPERIENCE

Quibi— Senior Product Designer

February 2020 - Present

- Designed Apps for third-party TV's
- Lead designer for interactive initiatives, building out component library or "lego blocks" for shows
- Worked with a small cross-functional team designing for every part of the app (i.e. playlists, feed, browse experiences)

Tinder— Senior Product Designer

July 2016 - February 2020

- Led design on Tinder's interactive experience Swipe Night
- Designed Tinder Places, Tinder's experimental location feature
- Designed Tinder's first progressive web app to reach users in other markets (Brazil, India, etc.)
- Worked cross-functionally with the design team on Tinder 2.0, Tags, Design Systems and other A/B feature tests

Nclud— Senior Interactive Designer

October 2013 - July 2016

- Art direction & design for Bethesda Softworks games open beta & buy now websites (i.e. DOOM)
- Designed Marine Corps Marathon responsive website & materials
- Rebranding Nclud including design for website and brand book
- Designed responsive websites and other deliverables for various clients including, Habitat for Humanity, Townsquare Media, Carnegie Institute for Science, RAINN, and CustomInk

ACS Creative— Senior Graphic Designer

May 2011 - September 2013

EDUCATION

General Assembly

User Experience, 2015
Front-End Web Development, 2014

James Madison University

BFA Graphic Design, Class of 2010