BROOKE — ANN

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

EXPERIENCE

Microsoft [Flipgrid]— Senior Product Design Manager
January 2021 - Present

- Worked with the team to redesign and launch a new mobile app for Flipgrid that leans into a consumer use case
- Managed a small team focusing on the core UX of Flipgrid (Camera, Groups, Feed, Profile and more)
- Individually contributed to all parts of the product (Marketing, Redbranding, Core Features, Innovation Teams, Web App)

Quibi— Senior Product Designer
February 2020 - December 2020

- 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

- Lead designer 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 and 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

SKILLS

Design
Strategy & Vision • Visual Design • Illustration (Adobe CC) • Flows • Wireframes & Mock Ups (Figma/Sketch) • Style Guides & Design Systems • Branding & Art Direction • C4D

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

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 • Management Training

EDUCATION

General Assembly
User Experience, 2015
Front-End Web Development, 2014

James Madison University
BFA Graphic Design, Class of 2010

KUDOS

Tinder Swipe Night
2020 People's Voice Webby Awards
2020 The One Show
Microsoft Global Hackathon Winner