BRIELLE MAXWELL

DESIGN + PEOPLE- LEAD UX DESIGNER & SPECIALIST

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PROFILE

Brielle has the vision and skill set that uses design as a vehicle to make measurable impacts in brand experience and customer journeys. Brielle excels at the intersection of user research, user experience, and innovation.

- 8+ years experience as a product designer with consumer facing experience
- 3+ years of proven product design experience at a startup
- 3+ years working with design systems, accessibility and design system documentation
- She leverages user insights into information architecture, wireframes, prototypes for successful brands like Mercedes Benz and Rocket Design System.
- She successfully leads teams from within, mentors and coaches in UX.

WORK EXPERIENCE

UX Independent Consultant

Independent/ Remote /JUNE 23-FEB 24'

- Collaborate with cross-functional teams to define and implement UX processes and frameworks, enhancing the overall user experience.
- Conduct research and craft personas, empathy maps, and user journeys to align with product goals and direction using Figma Jam boards.
- Identify and evaluate opportunities for improvement in key business workflows through ongoing user research, test use cases, and analyze usability findings.
- Leverage data effectively to develop accurate visual presentations and case studies, effectively communicating findings and storytelling the user experience.
- Create visual designs from lo-fi wireframes for design systems to high fidelity prototypes to move forward solutions

UX LEAD @Deloitte Digital

(via Solomon Page) / Remote / MAR 22' - JUNE 23'

Lead innovative design process to steer the future of an AI-centered content hub for a major news distributor.

- Set the UX direction and provide leadership throughout the entire implementation of product that processed large volumes of urgent news and media sources with AI Technology—established agility and necessary stakeholder buy-in for large-scale enterprise projects—resulting in a successful pilot of the beta version with a migration of over 40 sources.
- Create visual designs from lo-fi wireframes to high-fidelity prototypes to

EDUCATION

STRATEGIC DESIGN & MGT., B.B.A
Parsons The New School for Design
2008

User Experience Intensive
General Assembly
2014

SKILLS

- User Experience Design
- Design Thinking
- Facilitation
- User Research
- Team Leadership
- UX Mentorship
- Agile Thinker
- Speaker

HOBBIES

- Performing & Fine Arts
- Biking
- Journalism
- Design for Social Change
- AI Ethics

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move forward solutions in Figma

- Bridge pain points of AI processing designing for a person "in the loop". Presented solutions for core user needs while validating edge cases.
- Design customer journeys, user flows and UI screens for the product solutions and to illustrate the vision of the product stakeholders.
- Facilitate workshops to lead subject matter experts in co-owning solutions and developing a shared language.

SR. UX DESIGNER @Rocket Mortgage

Detroit / JAN 20' to MAR 22'

Led UX Design for the Spark Design System team and played a key role in envisioning and developing the Rocket Design System.

- Lead planning and creation of design components and patterns for the new Rocket Design System in Figma
- Steward design decisions with various stakeholders on each product to surface best practices of reusable components across the Rocket family of companies.
- Build out design sprints, design critiques and design thinking workshops to facilitate the design system to serve the needs of designers and engineers by assessing gaps, user journey and contribution model.
- Perform user interviews, surveys, and usability studies to validate the design system's usability and accessibility throughout the creation and deployment of new components and governance processes.
- Document design system specifications, interaction patterns to create easy to understand design guidelines to ensure clear communication and alignment across cross-functional teams

UX DESIGNER @ Mercedes Benz Financial Services

Farmington Hills, MI MAR 17'-JAN 20'

- Create user-centered artifacts for the employee experience domain and leverage the employee soundboard to conduct user interviews, user journey maps, and technical requirements.
- Take ownership of end to end design user experience process to create user flows, mockups and to visually appealing UI designs to release 9 app essential to the employee experience. Leverage IOS Human Interface Guidelines and Material design to create a consistent product suite for Android and iOS apps.
- Implementing a mobile first strategy for District Fiance Managers for on the go financial calculations reducing their time spent in repetitive and unnecessarily complicated tasks.
- Conducting user stakeholders interviews and leading design thinking workshops to define problems statements and requirements for applications with product stakeholders.

Co Founder & Design Director @ Elevate Gallery App

Remote/ SEP 16'-MAR 17'

- Based on discovery UX research findings, translated key pain points to app features creating a seamless experience
- Establish iOS app flow, and interactions from Photoshop UI to an InVision prototype Create and present a high growth pitch deck to seed investors
- Co-create business model with COO, CEO to create financial model and projection

UX Designer @ Campbell Ewald

Detroit MI/ OCT 15'-SEP 16'

- Design in a collaborative process from creating UX strategy, sketches to high fidelity wireframes for a complex Gov site.
- Create a usability test plan, results show significant improvement for the user goal of finding eligible incentives to under 3 minutes, saving business users hours of research.
- Engage clients in a collaborative design thinking process to create a shared vision.