Brianna Nicole Jackson / Product Designer

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Profile

Senior Product Designer excels at driving large-scale ecosystem experiences and cross-functional alignment. Provides measurable and meaningful impact on digital customer experiences and business outcomes. Consistently translates complexity into clarity while maintaining strategic integrity. Demonstrates ownership, strategic thinking, and design excellence. Impact extends beyond deliverables: defines foundational UX principles, shapes cross-functional ways of working, and elevates the overall quality bar for design and customer experiences. Former career in visual and graphic design specializing in typography, illustration, logos and branding.

Work Experience

Autodesk, March 2023 - present

Senior Experience Designer, Marketing Experiences, Growth Experience Technology

Delivers complex, high-visibility design & strategy work for global software company in the Marketing Experiences domain within autodesk.com and related ecosystem efforts for the pre and post-purchase customer lifecycle. Plays a foundational role in establishing UX principles and platform frameworks, templates, and patterns the broader design team relies on and executes from. Strategizes key targeting opportunities through elegant journeys for upsell moments and other personalized offers based on Machine Learning propensity models. Redefined the ideal customer journey that increased page-level click-through by 50% and conversion by 26%.

- **Cross-Functional Collaboration:** Partners with marketing stakeholders, product managers, researchers, content designers, visual designers, machine learning, and engineers to shape strategic design decisions and deliver impactful, user-centered experiences globally across autodesk.com.
- **End-to-End Design Ownership:** Leads the full design lifecycle, from concept ideation and user flows to high-fidelity visuals and pixel-perfect execution. Builds scalable frameworks that provide resiliency and consistency across an ecosystem.
- **Product-led Growth:** forms hypotheses, influences team understanding, and utilizes techniques, plans, and experiments to grow and retain customers, expand the company, and boost sales.
- **Insight-Driven Design:** Creates solutions informed by a deep understanding of user needs, business objectives, and technical constraints. Leverages data and research to craft designs that are both innovative and practical. Analyzes qualitative and quantitative insights and translates into actionable recommendations.
- **Rapid Prototyping & Iteration:** Translates conceptual ideas into prototypes and leverages stakeholder feedback and testing to quickly refine and iterate.
- **Facilitates Innovation:** Leads design sprints and cross-team workshops to collaboratively generate creative solutions to product challenges and opportunities. Simplifies complex business requirements and technical ambiguity into elegant solutions while maintaining strategic integrity.
- **Elevates Design Quality:** Champions design excellence and consistency by contributing to design systems and driving internal design initiatives. Always raising the bar across the company.
- **Presentation & Storytelling:** Presents key design insights, cohesive visions, clickable prototypes and other pixel-perfect artifacts to leadership, the broader team, and cross-functional partners. Communicates a clear narrative with strong visual storytelling and verbal presentation.
- **Feedback & Mentorship:** Provides succinct design feedback and mentors junior designers.
- **Turns Ambiguity into Structure:** Acts independently in ambiguous settings to identify cross-functional opportunities.

Work Experience, continued

Marathon Health, June 2021 - February 2023

Product Designer, Patient-facing Web Portal and Mobile App

Portfolio: www.brianna-nicole.design/marathon-health

Lead UX/UI Designer of Marathon Health's patient-facing web portal (React) and mobile app (iOS and Android). Redesigned the patient self-scheduling module to scale within the web and native app ecosystem that increased scheduled appointments by 35%. Designed elegant and simple user workflows for patient tasks. Played a foundational role at developing the company's first design system that maintained visual consistency across all product ecosystems. Presented research & friction to leadership alongside design solutions for cross-functional alignment and buy-in.

- **End-to-End Design Ownership:**
- **Rapid Prototyping:** Created concepts, interfaces, site maps, user flows, user journeys, and interactions using prototypes, presentations and diagrams.
- **Research & Discovery:** Planned and conducted research sessions using various methods, including surveys and usability studies, moderated and unmoderated. Organized discovery workshops with medical and customer representative stakeholders to pinpoint areas of customer friction.
- **Insights & Iteration:** Performed analysis and synthesis on research data, and shared findings with partners and stakeholders.
- **Influenced Roadmap:** Prioritized new features and enhancements.
- **Design System Launch:** Built and managed a growing design system across projects.
- **Cross-Functional Collaboration:** Worked closely with product managers, product owners, engineers and QA throughout the development life-cycle to ensure a polished product was shipped every release.
- **Design Excellence:** Strong contributor within the Experience Design team, setting high standards and driving best-practices across the company.
- **Influenced Corporate UX Culture:** Contributed to educating and driving a company-wide UX vision working to empower the organization to create a patient / human-centric culture.

Little Arrow, January 2013 - 2021

Founder, UX Designer, Design Consultant, Visual Design & Illustration

Portfolio: www.brianna-nicole.design/little-arrow

Little Arrow was a lifestyle brand I created to address a gap in the accessories market. I built B2C and B2B customer segments from the ground up. I designed and manufactured a product line that sold to over 300 shops nationwide and was featured in OK! Magazine, A Beautiful Mess, Apartment Therapy, Nylon, and Refinery29. 90% of the products I created were best-sellers and consistently sold out.

- UI/UX design of Little Arrow eCommerce website using a mobile-first approach.
- Hired and managed developers to code the website and prepared digital assets for handoff.
- Envisioned and executed the brand guide, including hand-lettering the logo.
- Forecasted industry trends and gathered user research to develop new product concepts.
- Consult and contract work for clients, including -
  - Competitive and marketplace research to determine UI and visual direction.
  - Advised, collaborated and designed merchandise, branding and logo packages.
  - Created design systems including brand guides and pattern libraries.
  - UI/UX of responsive, mobile-first websites and native app designs.

Skills

- End-to-end product and experience leadership.
- Systems thinking and UX framework development.
- Complexity reduction and strategic simplification.
- Cross-functional influence and alignment.
- High-quality craft with speed.
- Experimentation and insight-driven solutions.
- Ecosystem-level UX leadership.
- Design systems + scalable frameworks.
- AI design workflows.
- Business-impacting digital transformation work.
- Turns ambiguity into structure.

Tools

- Figma + Figjam + Figma MCP
- ChatGPT + Claude
- Sketch
- Magic Patterns
- Miro

Praise from colleagues

"Amazingly talented."

"A natural collaborator."

"Knocks down silos."

"Won't settle for winging it."

"One of the best UX Designers I've ever worked with."

Education

Career Foundry
UI/UX Designer, Certificate
March 2020 - February 2021

Bodine & Co
Designing AI Experiences
August 2025

DesignLab
Data Driven Design, Certificate
February 2025