



# Brianna Nicole Jackson / Product Designer

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## Profile

Senior Product Designer driving large-scale ecosystem experiences and cross-functional alignment for global software company in the Marketing Experiences domain within .com. 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 within her team. Former career in visual and graphic design specializing in typography, illustration, logos and branding.

## Work Experience

### Senior Experience Designer, Marketing Experiences, Growth Experience Technology

Autodesk, March 2023 - present

- Excels in delivering complex, high-visibility design & strategy work within .com and related ecosystem efforts for the pre-purchase customer lifecycle.
- Played a foundational role in establishing new UX principles and platform frameworks, templates, and patterns the broader design team now relies on and executes from.
- Designed an ideal customer journey through a series of funnel pages built to gather signals for ML personalization models.
- Strategized key targeting opportunities through elegant journeys for upsell moments and other personalized offers based on ML propensity models.
- Simplifies complex business requirements and technical ambiguity into elegant solutions while maintaining strategic integrity.
- Partners with Worldwide Marketing, Commerce, and In-Product Marketing teams, driving momentum and alignment, beyond individual projects.
- Iterates quickly based on feedback from data, research, and product marketing partners.
- Solutions that have driven measurable impact:
  - Increased page-level click-through by 50%
  - Increased page-level conversion by 26%
  - Decreased bounce rate by 26%

### Product Designer, Patient-facing Web Portal and Mobile App

Marathon Health, June 2021 - February 2023

- Strong contributor within the Experience Design team, setting high standards and driving best-practices.
- Created concepts, interfaces, site maps, user flows, user journeys, and interactions using prototypes, presentations and diagrams.
- Planned and conducted research sessions using various methods, including surveys and usability studies, moderated and unmoderated.
- Performed analysis and synthesis on research data, and shared findings with partners and stakeholders.
- Influenced the roadmap prioritizing new features and enhancements.
- Built and managed a growing design system across projects.
- Worked closely with product managers, product owners, engineers and QA throughout the development life-cycle, to ensure a polished product is shipped every release.
- Contributed to educating and driving a company-wide UX vision working to empower the organization to create a patient / human-centric culture.

## 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
- Cross-functional influence at scale
- Business-impacting digital transformation work
- Turns ambiguity into structure

## Tools

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

## Peer quotes

- “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