# Brittney Bell

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## SUMMARY


Digital product designer for 7+ years, collaborating with cross-functional stakeholders, leading design workflows and teams, defining UX strategy, creating prototypes with Claude, delivering hi-fidelity design solutions with development input, and testing live designs for continuous improvement. Skilled in behavioral design and team building.


## INDUSTRY KNOWLEDGE

Product Design, User Experience Design, User Interface Design, Interaction Design, Data Visualization, Information Architecture, Behavior Design, AI Prompting, Strategic Thinking, Service Design, UX Strategy, Prototyping, Design Systems, Product Strategy, Brand Identity, Brand Guidelines, User Research, Style Guides, Content Strategy, Usability Testing, Agile, HTML, CSS, Marketing Design, Material Design, Human Interface Guidelines, Data-Driven Insights, Communication, Project Presentations, Discovery, Stakeholder Management, Usability Testing, Design Ops, Design Thinking, Content Design, UX Writing, Prompt Engineering

## TOOLS

Figma, Jira, FigJam, Claude, Sketch, XD, Wix Studio, Spline 3D, Protopie, Confluence, Zeplin, Miro, Adobe CS, Framer, User Testing, Maze, UserBrain, Google Suite, Microsoft Suite, TestFlight, Bubble.io, Lovable, Purchasely, Braze, Mixpanel

## EXPERIENCE

**Lead Product Designer**
SwingU
July 2026 - Present

- Sole product designer for a golf rangefinder consumer app within Golf Genius product suite
- Managed designs for a D2C mobile app for golfers across Apple and Android products
- Contributed to product roadmap to define feature priorities for the year
- Mentored multiple junior designers, while maintaining a large workload
- Created design workflows using Claude to reduce time from concept to code
- Delivered data-driven experiences for new initiatives and feature updates
- Earned stakeholder trust by promoting quantitative data and user feedback focused designs
- Established team workflows to ensure deliverable execution was efficient and thorough
- Created the user research process for both consumer app teams (SwingU & Golfshot)
- Conceptualized multiple integration initiatives for additional Golf Genius products
- Used behavioral design to increase user engagement and task completion from 15% to 58%
- Managed design system components and improved components with consistent patterns
- Worked with QA to ensure consistency across watch, phone, and web devices
- Reviewed and iterated designs based off technical feasibility and business tradeoffs
- Delivered user flows, wireframes, interactive prototypes, and high-fidelity visual designs
- Managed 2 designers through discovery, design reviews, and development handoff
- Established Marketing and Content standards
- Led multiple workshops for Marketing campaigns and user journey development
- Produced marketing assets for content creation, pitch decks, and company wide showcases
- Applied WCAG accessibility standards and inclusive design principles to designs

**Cofounder/ Product Designer**
Dailies
July 2024 - Present

- Product designer for a mobile iOS productivity app with 1 business partner
- Launching product in May 2025
- Received rave product feedback during concept and usability testing
- Responsible for all design and product requirements, business strategy, and development
- Delivered end-to-end discovery, including user personas and user journey maps
- Developed a mobile app with AI prompt engineering and developer feedback
- Defined and packaged all brand and marketing design assets
- Produced final logo designs, concept development, sketches, wireframes, and hi-fidelity pixel perfect design prototypes in Figma
- Monitored horizontal product experience through QA and usability testing of TestFlight environment

**Senior Product Designer**
Meridian
January 2024 - Present

- Product designer for a pre-seed, fast-paced sports performance startup
- Managed designs for a D2C mobile app for golfers and B2B2C web portal for coaches
- Independently defined complex multi user experiences from concept to completion
- Collaborated with the CEO to refine the product roadmap for a user-centered experience
- Defined tech feasibility and the Jira backlog with the CTO
- Captured user research feedback from coaches and users to inform design updates
- Designed all data visualizations using behavioral design and data design principles
- Increased user task completion from 40% to 85% by implementing quantitative data analysis
- Managed 0-1 design system with systems design principles
- Assessed 100+ design QA needs, improving product quality and visual consistency
- Design QA of the design system identified reusable components and improved its efficiency
- Delivered user flows, wireframes, interactive prototypes, and high-fidelity visual designs
- Managed 4 designers through discovery, design reviews, and development handoff
- Established ux copywriting standards, design documentation, user personas, journey maps
- Produced marketing assets for content creation, pitch decks, and conferences
- Applied WCAG accessibility standards and inclusive design principles to designs through typography, color palettes, layout, audio, content, and language

**Product Designer & Senior Product Designer**
Method
January 2022 - September 2024

- Product design consultant at a global strategic design agency within the Hitachi ecosystem
- Experience working within B2B, DTC, B2B2C, Internal tools, and SaaS digital product systems
- Measured product success through User Testing with multiple 80+% success rates
- Facilitated weekly legal design reviews and quickly adapted designs for liability requirements
- Founded and managed an internal initiative for over 110 remote employees by fostering community through effective communication and creative problem solving
- Managed stakeholder collaboration sessions and workshops with UCD best practices
- Experience handling comprehensive projects with overlapping objectives and deadlines
- Received yearly peer and client reviews with exceptionally high performance ratings

- Created responsive designs for mobile apps, web apps, tablets, and desktops experiences for financial, healthcare, telecommunications, and diagnostics industries
- Contributed to DesignOps growth initiatives, increasing team efficiency and client trust
- Created and managed a white label design system in Sketch and Figma for a Synchrony Financial consumer product
- Defined user journeys, informational architecture, and user stories
- Proficiency in prototyping to articulate design decisions and interaction flows
- Documented design decisions to ensure transparency and consistency
- Led a team of 3 product designers for a successful Fortune 50 client engagement
- Designed consistent user experiences that aligned with business objectives and user needs
- Improved design collaboration with product and engineering in Agile team environments
- Completed multiple mentorships with two junior designers that secured full-time product roles in 6 months

**Product Designer**
Penguin Random House
February 2021 - September 2021
- Sole product designer for an internal Marketing consumer insights project
- Responsive redesign of internal company-wide website
- Repurposed & created new design system components for system scalability
- Shipped final designs with successful outcomes and positive reception

**Product Designer**
Amalgam Rx
October 2020 - August 2021
- Product designer on a 3 member design team at a Series A startup
- Created designs for B2B2C products for patients and healthcare providers
- Designed solutions to manage and teach users about insulin and blood cancer
- Localization for Arabic, Portuguese, Spanish, English, & Italian
- Owned user guide templates for all products
- Owned developer, quality, and regulatory documentation
- Partnered with Lead designer to establish and maintain the white label design system
- Conducted user research interviews with healthcare practitioners to improve their patients app experience
- Created responsive designs for mobile apps, web apps, tablets, and desktops experiences for both Android and iOS systems

**Freelance Product Design Consultant**
July 2013 - Present
- Independent product designer working with small businesses to build their branding and web presence
- Executed multiple responsive redesigns, a 0-1 native iOS app, and content creation
- Exposure to clients in Ecommerce, Healthcare, Health and Wellness, Real Estate, Lifestyle and Fashion, Manufacturing, Hardware, and Interior Design industries

## EDUCATION

**New York University**
Bachelor's Degree
Photography & Imaging
September 2009 - May 2013