

# Bianca Gabrielson-Russo

Product Designer

## EXPERIENCE

### Moment Studio – UX/UI Designer

Remote | March 2022 - Present

- Lead two end-to-end UX/UI projects using a Lean UX approach and iterative design process to create data-driven high-fidelity, “pixel-perfect” screens and a component library.
- Collaborate with 1 Product Designer to develop 9 high-fidelity prototypes to test the iterations’ accessibility, functionality, and UI.
- Analyze user experience and user testing data while following design standards to provide creative solutions that address both the user and business needs.
- Utilize research methods to develop user personas and produce a user-centric mobile travel application with UX design artifacts including IA diagrams, flow diagrams, low-fi wireframes, and interactive prototypes.
- Produce intuitive user interfaces for mobile and web applications with an eye for top current design patterns, best practices, UI, and UX trends for innovative technologies.

### Sterling Seacrest Pritchard – Creative Services Executive

Atlanta, GA | April 2021 - Present

- Facilitate the marketing and branding integration of legacy Pritchard & Jerden and Sterling Seacrest Partners through the merger process as the largest independent insurance brokerage in the Southeast.
- Develop and redesign Sterling Seacrest Pritchard’s new brand image, guidelines, and deliverables using design tools while servicing 86 sales teams with custom creative collateral.
- Increase the new brand’s LinkedIn followers by 52% in 1 year, generating 20% of the company website’s traffic. Manage the brand’s social media presence and maintain the agency website.
- Spearhead coordination and create custom event branding for the firm’s annual signature event. Increase event attendance by 36% and RSVPs by 62% through email marketing and social media strategy.

### Sterling Seacrest Pritchard – Marketing & Communications Coordinator

Atlanta, GA | September 2019 - April 2021

- Design strategic digital and print marketing materials for B2B communications, prospecting, and internal communications aligned with the brand strategy.
- Develop content and copy for all social media channels, compose press releases, facilitate company content writing program, and assess audience response to create targeted messaging and inform future content.
- Devise and launch videos for the #StrongerTogether social media merger announcement campaign, amassing 5,309 views and 8,748 impressions on the campaign launch video.
- Spearhead corporate event and webinar coordination, concept development, creative direction, and design from conception to completion.

## Portfolio

biancagrussodesign@gmail.com

[LinkedIn](#)

(678)739-7014

## EDUCATION

### Avocademy UX/UI Foundations

January 2022 - March 2022

### University of Georgia A.B.J. Public Relations

Minors: Spanish, Environmental Health Science, Fashion Merchandising  
August 2015 - May 2019

## SKILLS

### RESEARCH

User Research, User Interviews, Usability Testing, Empathy Mapping, User Personas, Information Architecture, User Stories, Heuristic Evaluation, Competitive Analysis, Design Research, Site Mapping, User Flows, User Experience Design, A/B Testing

### DESIGN

UI/UX Design, Product Design, Wireframing, Mobile App Design, Web Design, Design Thinking, Interaction Design, Design Composition, Style Guides, Typography, Ideation, Rapid Prototyping, Prototype (Figma, InVision), User Testing, Mockups, Visual Design, Graphic Design, Brand Design, Design System, Brand Guidelines, Components, Auto Layout, Sketching, Accessible Design, Color Theory, Strategic Design

### TOOLKIT

Figma, Miro, Jira, InVision, Adobe Creative Suite, Illustrator, InDesign, Premiere Pro, Photoshop, After Effects

### LANGUAGES

English, Italian, Spanish

### SOFT SKILLS

Agile Mindset, Scrum Framework, Empathy, Communication, Detail-Oriented, Curiosity, Collaborative, Adaptability, Critical Thinking, Problem Solving, Creativity, High Motivation, Data-Driven, Leadership