

# Braeanne Oribello

## *Product Designer*

braeanneori.com  
boribell@ucsd.edu

## Education

### *UC San Diego*

[EXPECTED DECEMBER 2021]

B.S. Cognitive Science  
Design + Interaction  
Minor in Ethnic Studies

## Skills

### *Tools*

Sketch, Figma, Adobe Creative Suite, Python 3, HTML/CSS, Webflow.

### *Design*

UX Research, Usability Testing, Design Systems, Prototyping, Design Thinking Tools, Wireframing, Information Architecture, Branding, Graphic Design.

## Experience

### *Incoming Product Design Intern, Blend*

[JUNE 2021]

### *Product Designer, Develop For Good*

[JAN 2021 – PRESENT]

Collaborating with Cleveland Clinic and Akron Children's Hospital to create a web/mobile app to support families when managing cleft care challenges.

### *Lead Product Designer, Helpstor*

[JAN 2021 – PRESENT]

Supporting small businesses through an online platform that amplifies their digital presence. An early stage start-up backed by The Basement at UC San Diego.

### *Visual + Brand Designer, UCSD Design Co*

[MAR 2020 – PRESENT]

Creating graphic collateral, developing brand identity, and leading events/workshops for the pre-professional design community at UC San Diego (200+ members).

### *Creative Director, HUE Collective*

[FEB 2020 – PRESENT]

Co-leading a multidisciplinary team of 24 students to digitally publish a design zine through brand identity formation and explorative storytelling/experiences.

### *UX Designer, Sony + UCSD Design Lab*

[SEP 2020 – DEC 2020]

Selected designer for the Connected Learning Pathway (CLP) to research and design for remote connections, with the guidance of Sony mentorship and workshops.

### *Visual Designer, Viasat + UCSD Design Lab*

[JULY 2020 – SEP 2020]

Developed the visual style for Viasat's internal design guide, to encourage the use of design thinking when problem-solving. Supervised by Michael Meyer.

### *Product Designer, Dexcom + UCSD Design Lab*

[JAN 2020 – MAR 2020]

Spearheaded the end-to-end experience for a feature that would aid supply location for Continuous Glucose Monitor users and reduce customer support lines by 20%.