
Breanna Beckmeyer

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Experience

UX Product Designer, Zoom

Aug 2022–Present

- Working closely with a multidisciplinary team to design eCommerce solutions for Zoom.us, including the checkout flow, product plan pages, and account billing
- Created design concepts, user flows, prototypes, and end-to-end experiences within Zoom’s visual system

Design Director, SevenDesign

Jul 2021–Aug 2022

- Oversaw the quality of design output from the studio, expanded & mentored the team, and refined studio processes & services
- Visa Direct: Project management, strategy lead, material and portal design to launch a self-service partner program; Collaborated closely with Visa’s product and development teams
- Goldn: Brand lead & product designer for the end-to-end cosmetics creation platform; Coordinated with clients and development teams for design handover

Senior Designer (Feb 2020–Jun 2021), **Designer** (Oct 2018–Feb 2020)

- Strategic & design lead across visual, web, and product design projects to create engaging solutions; Provided feedback to other designers and mentorship to interns
- Meal Hero: Led brand and visual redesign for the meal planning app startup
- Royal Components (Specialized): Redesigned the e-commerce experience resulting in 206% increase in total sales and a 6% increase in conversion rate

Product Design Intern, Simple Finance

Aug–Dec 2017

- Collaborated with cross-functional teams to create a better banking experience for web and mobile platforms through design solutions, design systems, and illustration
- Preparation of task flows, prototypes, and designs for a new product feature, Funding Schedules for Goals, launched in 2018
- Worked with engineers as the sole designer on a design sprint to implement location-based notifications; Created a functional prototype and presented company-wide

Design Intern, Moss Sports

Aug–Dec 2015

- Produced environmental graphics alongside a small team for stadiums and sports events, including the 2016 NHL Winter Classic

About

San Francisco-based designer creating thoughtful digital products, websites, and brand identities

Education

University of Cincinnati DAAP

BS in Graphic Communication Design
Magna Cum Laude

Tools & Skills

Figma	Design thinking
Illustrator	Visual design
InDesign	Interaction design
Photoshop	Design systems
After Effects	Brand strategy
Webflow	Prototyping
HTML & CSS	

References available upon request