Brooke Beswick | Senior Product Designer

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I'm a Senior Product Designer with 6+ years of experience turning complex systems into intuitive, empowering digital products. From AI-driven learning platforms to collaborative study tools used by millions, I specialize in designing for behavior change, long-term engagement, and skill-building. I thrive in fast-moving teams, love simplifying ambiguity into elegant user flows, and bring a deep passion for creating inclusive, emotionally resonant experiences, especially for nontraditional and underserved users. I'm excited to apply this mindset to building thoughtful, habit-forming tools that unlock real career growth.

Systems-Minded • Empathic • Collaborative • User-Centered

Complexity is my playground.
Simplicity is my goal.

Experience

Senior Product Designer Numerade — *Remote*

March 2020 - Present

- Led end-to-end design for AI-powered learning tools used by 1M+ students, simplifying complex academic workflows into intuitive, actionable experiences.
- Designed habit-forming features such as personalized goal tracking, daily streaks, and social collaboration to foster deeper learning and motivation.
- Collaborated cross-functionally with engineers, product managers, data scientists, and educators to align design decisions with pedagogical goals.
- Launched "Study Groups," a social product for collaborative learning. Built messaging systems, discovery tools, and resource sharing features that increased retention by 22%.
- Defined and evolved Numerade's multi-platform design system, driving visual consistency and accessibility across web and mobile apps.
- Balanced deep UX strategy with detailed craft, running research, mapping journeys, building Figma prototypes, and supporting implementation down to the micro-interaction.
- Mentored junior designers and advocated for inclusive, data-informed product development.

UX/UI Designer IntersectLA — *Los Angeles, CA*

January 2019 - March 2020

- Designed data-rich dashboards and content management tools for civic and nonprofit clients, integrating user research, wireframes, and interactive prototypes.
- Applied WCAG principles to improve interface accessibility across responsive platforms.
- Facilitated working sessions with stakeholders including product managers and engineers to map journeys, define information architecture, and generate alignment on user needs.

Product Designer Impact Design Hub — *Los Angeles, CA*

May 2019 - March 2020

- Built mobile-first crisis response tools for municipal use, creating systems to navigate time-critical data and ensure clarity in high-pressure situations.
- Collaborated directly with field teams and engineers to gather feedback and

Education

California State University, Northridge — *B.A. Graphic Design*

Los Angeles, Sep 2017 - May 2020

Teach Access — *CSUN Representative*

San Francisco, 2019

MIND Mentorship Program — *Product Designer*

Los Angeles, 2019

Certifications

Google — *UX Design Certification*

Online, 2020

Freecodecamp — *Responsive Web Design Certification*

Online, 2021

Skills

Core Strengths: Cross functional Collaboration, UX Strategy, Visual Design, Systems Thinking, Design Systems, Complex Workflow Simplification, Accessibility, Scalable UI

Tools & Methods: Figma, FigJam,

iterate in real time.

- Crafted adaptive, mobile-first layouts that respected real-world constraints and human emotion.

Graphic Design Assistant CSUN Athletics Department — *Los Angeles, CA*

March 2019 - May 2019

- Produced creative content across print and digital formats, supporting campaigns with clear hierarchy, brand consistency, and responsive visual components.
- Enhanced and retouched images to ensure quality visuals for marketing.
- Collaborated with the athletics department to develop engaging visuals that resonated with students, fans, and the community.

Design Systems, Prototyping, Miro, Jira, Linear, Agile/Scrum, User Research, User Flows, Information Architecture, A/B Testing, UI Audits, Notion, Loom, Framer

Mindset: Curious, Collaborative, Systems Driven, Empathic, Fast-Moving, Impact Orientedortable with Ambiguity