

## Brooke Beswick

### Senior Product Designer

Senior Product Designer with 6+ years of experience simplifying complex workflows and building intuitive products. I've led design for high impact features across automation, AI driven tutoring, and workflow management, partnering closely with engineering and product to turn ambiguity into clarity. Passionate about empowering users, especially small businesses, with tools that help them do more, faster, and with less manual effort. Experienced in creating scalable design systems, data informed user journeys, and AI powered experiences that balance user needs with business goals.

## Experience

### Numerade

#### Senior Product Designer

Remote, March 2020 - June 2025

At Numerade, I helped scale the product from 20K to over 10M monthly users by designing core experiences in student learning and educator content creation. As the first design hire, I built foundational processes and led product design across multiple teams, owning complex workflows and contributing to long term platform strategy.

- Designed the full user experience for Ace, Numerade's AI tutor, including real time chat, screen sharing, and context based Q&A. I developed interaction models that balanced automation with natural conversational flow, setting the foundation for AI driven engagement at scale.
- Reduced manual student and educator tasks by designing automation into the study ecosystem (e.g., automatic reminders, flashcard progress tracking, recording flows).
- Designed and shipped a multi step user flow for creating, managing, and practicing study sets. This required mapping highly complex educator and student workflows, then simplifying them into intuitive, engaging interactions, resulting in higher adoption and retention.
- Architected the upload process to function independently from the AI tutor. This meant mapping every edge case, from file types to connection failure and designing clear, fail safe states that improved reliability and trust in the system
- Led the creation and scaling of Bungalow, Numerade's design system. Defined component libraries, accessibility guidelines, and interaction patterns used by multiple product squads, ensuring a cohesive and scalable design foundation.
- Partnered with engineers and PMs to integrate feedback loops and analytics into product decisions, iterating on features like Study Sets with measurable impact on engagement.
- My design leadership directly supported scaling Numerade from a niche academic tool into a platform serving millions of students globally. Key projects drove retention, differentiated the product in a crowded edtech market, and paved the way for sustainable growth.

### IntersectLA

#### UX/UI Designer

Los Angeles, January 2019 - March 2020

- Designed data rich dashboards and civic engagement for civic and nonprofit clients, integrating user research, wireframes, and interactive prototypes.

[brookiebeswick@gmail.com](mailto:brookiebeswick@gmail.com)

<https://www.brookebeswick.com/>

📍 Castaic, CA 91384

(541) 912 0755

**Impactful • Empathetic • Collaborative • Systems Oriented**

Complexity is my playground.

Simplicity is my goal.

## 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

Workflow automation, AI/LLM enhanced UX, design systems, user research, data informed iteration, SaaS product design, UI/UX craft, collaboration with engineering & product, simplifying complex systems, scalable enterprise design

- 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.

## **Impact Design Hub**

### ***Product Designer***

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

## **CSUN Athletics Department**

### ***Graphic Design Assistant***

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.

## **Tools & Methods**

Figma (Components, Prototyping, Variables), Adobe Creative Suite, FigJam, Framer, Lookback, Hotjar, UserTesting, Miro, Notion, Jira, Loom, Slack, Agile/Scrum, A/B Testing, WCAG Accessibility, HTML & CSS

## **Mindset**

Curious, Iterative, User-Centered, Systems Oriented, Collaborative, Growth-Minded