

# Brian O'Connor

## Senior Product Designer

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Portfolio: briano.co

## EXPERIENCE

### Pumpkin

Senior Product Designer, Wellness Club (Sep 2024 - current)

*Previous: Senior Product Designer, Vet & Member Experience (Jan 2023 - Sep 2024); Product Designer, Vet Experience (Oct 2020 - Dec 2022)*

- Drove multiple 0→1 product initiatives, including Pumpkin Wellness Club, Pet Health Predictor, and Pumpkin Pay, from early discovery through MVP launch.
- Owned research and design for the Elite Plan tier, introducing a premium offering and driving an 52% increase in conversion rate through improved positioning and purchase flow design.
- Lead research and design of a white-label veterinary wellness product, shaping product strategy and launch direction through veterinary expert interviews.
- Conducted continuous customer discovery with pet owners and veterinarians, translating qualitative and quantitative insights into roadmap recommendations and product decisions.

### Publicis Sapient

Experience Designer (Jun 2018 - Oct 2020)

- Designed and shipped product features for Mercedes-Benz USA, improving vehicle research and purchase flows in close collaboration with product and engineering.

### Garmin

UX Design Intern, Fitness Wearables (May 2017 - Aug 2017)

- Designed UX patterns for vívosmart 4, prototyping and testing interactions for a constrained wearable interface.

## EDUCATION

**Indiana University, Bloomington, IN (May 2018)**

M.S., Human-Computer Interaction Design

**Cornell University, Ithaca, NY (May 2016)**

B.S., Minor: Information Science