

Victoria Bragg

Senior Product Designer

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Product designer with 6+ years of experience creating user-centered SaaS platforms and internal tools. Skilled in end-to-end design, from discovery and prototyping to delivery and iteration. Passionate about scalable design systems, accessibility, and cross-functional collaboration in agile environments.

SKILLS

Core Skills: Wireframing, user research, prototyping, information architecture, usability testing, product design, branding, typography, visual design, agile methodology, WCAG, accessibility, journey mapping

Tools & tech: Figma, Sketch, Illustrator, Photoshop, After Effects, Invision, Jira, HTML/CSS

WORK EXPERIENCE

Product Designer | Willowtree (06/2024 - Current)

- Fully embedded within client teams to collaboratively build and scale new product experiences
- Led design from 0 to launch for a greenfield product that doubled user adoption within its domain
- Drove product strategy and MVP definition through user flows, interactive prototypes, and journey mapping sessions
- Sole point of contact for client communication, ensuring alignment across design and business goals
- Conducted and presented interactive prototype demos to guide stakeholders through roadmap decisions

Freelance Visual Designer | BRST (Nicotine Replacement Startup) (10/2022 - Current)

- Engineered responsive eCommerce sites spanning 20+ pages each, tailored for dual regional markets
- Created and maintained a unified design system across web and marketing channels
- Enhanced imagery using Photoshop, crafted presentation decks, and directed brand feedback with marketing

Senior Product Designer | Stavvy (01/2021 - 04/2024)

- Built and maintained the in-house Figma design system in close collaboration with engineering
- Provided detailed design QA and feedback to unify marketing and product branding
- Led feature ideation and rapid prototyping alongside product managers
- Attained 60% increase in eSign product adoption
- Mentored junior designers to support their growth and development

UX/UI Designer | Datto (05/2019 - 01/2021)

- Designed responsive, interactive designs for all external-facing websites
- Prototyped designs and partnered with developers to refine usability and deliver pixel-perfect, accessible interfaces
- Increased product page traffic by optimizing and revamping homepage sections and navigation
- Created over four unique, branded conference websites
- Improved Datto blog by incorporating animated interactive elements to captivate customer attention

EDUCATION

BFA New Media Design | Rochester Institute of Technology (2015 – 2019)