Uriel Brown

Product Designer

678-542-0609   hello@urielbrown.com   www.urielbrown.com   www.linkedin.com/in/ubrown

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Summary

Senior Product Designer with over a decade of design experience in SaaS, FinTech, and B2C, skilled in human-centered design, prototyping, and scalable systems. Expert at simplifying complexity, creating intuitive multi-platform experiences, and collaborating cross-functionally to deliver user-centered solutions that balance business goals, usability, and accessibility.

Experience

Senior UX Designer - Prudential Financial   Mar 2022 - Present

- Led end-to-end UX for web and mobile fintech tools, streamlining complex flows across payments, insurance, investment, and finance management
- Accelerated feature delivery through strategic collaboration with product, engineering, and compliance teams, ensuring alignment with business goals and user needs.
- Collaborated with engineers to design and develop user experiences for internal and customer-facing platforms, enhancing usability and ensuring scalable design solutions.
- Iteratively designed and refined designs using continuous feedback and cross-team reviews for usability, compliance, accessibility and business alignment.

Product Designer - Freelance   Dec 2019 - Present

- Designed products for SaaS and B2C platforms from discovery to high-fidelity prototypes, to enhance customer experience and drive business growth
- Created and implemented scalable design systems, ensuring visual consistency, reusability, and development efficiency across multiple platforms.
- Led discovery research, journey mapping, and wireframing to translate complex user and business needs into elegant, intuitive design solutions.
- Defined design strategy and feature prioritization in collaboration with stakeholders based on business objectives and user requirements.

Projects

Product Designer - SCAD   Sep 2018 - Aug 2019

- Designed a SaaS marketplace from concept to prototype by conducting competitive audits, persona development, and journey mapping to validate product-market fit
- Presented UX concepts using story-driven prototypes and responsive wireframes to align stakeholders
- Built interactive prototypes and high-impact visuals to showcase product concepts, helping secure investor buy-in.

Service Designer - SCAD   Jan 2018 - Mar 2019

- Led contextual research and persona development to uncover core user needs for a premium wine tourism service, informing strategic design direction.
- Mapped complex customer and provider journeys, delivering blueprint and service-encounter maps that shaped business strategy and operational planning.
- Collaborated cross-functionally to create a comprehensive service model and go-to-market plan, aligning user insights with commercial goals for investor presentations.

Industrial Designer - SCAD   Sept 2013 - Aug 2019

- Conducted contextual research and field studies in NICU environments to identify critical safety gaps, uncovering key insights into unplanned extubations.
- Designed a novel medical device solution selected from 19 concepts, improving patient safety and addressing clinical needs through user-centered innovation.
- Partnered with a cross-functional team to translate research into CAD models, functional prototypes, and high-fidelity storytelling assets presented to healthcare stakeholders and investors.

Skills

Design: User Research · UX Research · Empathy & User Advocacy · User Personas · Journey Mapping · Task Flows · User Flows · Content Design · Information Architecture · Site Mapping · Concept Development · Wireframing · Interaction Design · User Interface Design · Visual Design · Accessibility Design · Responsive Design · Design System Development · Design System Management · High-Fidelity Prototyping · Interactive Prototyping · User Testing· Usability Testing · Data-Driven Design · User-Centered Design · Design Thinking · Creative Problem Solving · Product Strategy

Soft: Cross-Functional Collaboration · Communication · Presentation · Critical Thinking · Problem Solving · Time Management · Prioritization · Emotional Intelligence · Adaptability · Ambitious · Self Motivated · Committed · Continuous Learner · Agile Environments · Team Leadership · Workshop Facilitation · Strategic Thinking · Storytelling

Technical: Figma · Adobe XD · Sketch · Framer · Webflow · Lovable · Generative AI · Jira · Miro · Salesforce Lightning Design System · Illustrator · Photoshop · InDesign · After Effects · HTML · CSS · JavaScript · Spline · SolidWorks · Rhino3D · KeyShot · Keynote · Microsoft Office · Teams · Slack · Zoom

Education

Savannah College of Art & Design

Bachelor of Fine Arts Degree
Industrial Design Major · Service Design Minor

Awards

- Academic Honors Scholarship Winner
- Artistic Honors Scholarship Winner
- Student Incentive Scholarship Winner
- Letter of recommendation from the CEO of Vector Marketing (3x)

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