



# BRIANNA BUISSE RETH

UX & UI DESIGNER

## OBJECTIVE

Digital media graduate seeking a position that can leverage my aptitude for designing digital/non-digital media solutions and building effective media experiences. Hoping to utilize skills producing applications that create a user-friendly interface while promoting client goals. Eager to improve communication between clients and users. Aspiring to grow in an environment that can offer mentorship, learning opportunities and career growth.

## CONTACT

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## EDUCATION

BS in Interactive Digital Media  
Drexel University  
September 2017 - 2021  
Minor in Graphic Design  
Drexel University

## SKILLS

Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
Adobe XD  
Adobe InDesign  
Figma  
Sketch  
InVision  
HTML  
JavaScript  
CSS

## EXPERIENCE

### Afiye - Drexel Senior Project

Drexel University, Philadelphia, PA

September 2020 - June 2021

Established brand identity for a family centric social platform. Organized and led several accounts of virtual workshops and interviews with repeating and new participants. Composed a complete user story throughout the project Afiye. Designed cohesive promotional materials for print, digital and video media.

- Utilized strong assessment skills to determine necessary changes for the evolution of the project.
- Produced high quality assets in different mediums.

### EPAM Systems - Associate Experience Designer

Center City, Philadelphia, PA

March 2020 - September 2020

Visualized designed campaigns across various physical and digital media in line with existing client brand identities. Collaborated with multiple asynchronous remote teams and stakeholders. Designed digital products for a wide range of industries. Delivered high quality deliverables utilizing various prototyping tools, Adobe Creative Suite and other programs necessary to complete the task. Participated in diverse virtual experience research workshops with key project stakeholders. Encouraged the utilization of the latest digital tools.

- Researched and designed innovative digital solutions.
- Adapted to new programs to achieve project goals despite short deadlines.

### Thunk - Drexel Junior Project

Drexel University, Philadelphia, PA

September 2019 - March 2020

Created and designed the brand identity for a multiplayer online game to inspire creativity and generate fun in groups. Collaborated with and a team of multiple designers to develop an iterative/expandable design system. Developed and led research workshops as well as user play testing sessions to improve and iterate the game mechanics. Managed and outsourced team members for additional project elements.

- Synthesized mediums to achieve an accomplished final product.
- Produced high quality deliverables using various digital tools.