

Brenna Sorkin

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Hello

I'm a **product designer** passionate about accessibility and the human experience. I'm particularly interested in the food & beverage space. Cheers.

Experience

Senior Product Designer

2022 - Present

Product Designer

2021 - 2022

UX Designer

2018 - 2021

Design Strategist

2020

Design and Computer Science (B.S.)

Details

Toast

Innovate on core experiences that allow restaurants to function, including cash management & end of day processes. Coordinate designers across teams to create a cohesive end of day vision.

Drizly (an Uber company)

Lead UX for Drizly's gifting program to optimize conversion and repeat rate for alcohol gifts. Ensure all designs meet state liquor laws and regulations.

Innovation & Digital Health Accelerator @ Boston Children's Hospital

Spearhead UX for healthcare related projects, including consumer-facing tools, internal digital solutions, and accessibility strategy.

Grocery Outpost (Freelance / Contract)

Define brand strategy and run social media, including developing recipes, writing a newsletter, and maintaining a website. Work collaboratively as the third employee.

Northeastern University | Boston, MA

GPA - 3.8 | Magna Cum Laude | University Honors Distinction | Honors in the College of Arts, Media & Design | Huntington 100

Ask me about

My missing finger

Harry Potter

My favorite restaurants

Skills

Design Research • Product Strategy • Information Architecture • Wireframing • Prototyping • User Testing • Accessibility • HTML/CSS • Workshop facilitation