

# Brenna Sorkin

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## Hello

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

## Experience

### Details

#### Product Designer

2021 - Present

#### Drizly (an Uber company)

Lead UX for the consumer lower funnel (product page, cart, checkout) to optimize conversion and repeat rate. Enact accessibility best practices for design and development.

#### UX Designer

2018 - 2021

#### Innovation & Digital Health Accelerator @ Boston Children's Hospital

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

#### Design Strategist

2020

#### 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.

#### Design and Computer Science (B.S.)

#### Northeastern University | Boston, MA

GPA - 3.8 | Magna Cum Laude | University Honors Distinction

## Ask me about

My missing finger

Harry Potter

## Skills

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