

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