

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

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.

Product Designer

2021 - 2022

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.

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 | 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