

# Brenna Sorkin

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## Hello

I'm a **product designer** passionate about accessibility and the human experience.

## Experience

### Senior Product Designer

2022 - Present

## Details

### Toast

Lead design & UX strategy for AI tools, homepage, search, and navigation. Coordinate designers across teams to create a cohesive vision for AI across Toast.

### Product Designer

2021 - 2022

### Drizly (acquired by Uber)

Drive 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  
Knitting  
My favorite restaurants

## Skills

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