Briana Raucci

Product/UX Designer • (203) 710-5613 • brianaraucci@gmail.com • brianaraucci.com

Highly motivated, multi-passionate creative with 7 years of experience as a UX/Product Designer, 9 years of experience in Graphic Design, and 13 years in Visual Arts & Art Direction.

WORK EXPERIENCE

Yale University • *Digital Strategist* • Remote • Full-time • 12/2019 - 05/2023

- **Content Development & Analytics**: Managed the content and development of WHRY's website. Used Google Analytics to identify trends and advance the center's communication plan, leading to a 45% increase in traffic to WHRY's website in 1 year. Reviewed trends in metrics to shape and inform future content and areas to streamline the flow of information. Prioritized business and stakeholder needs. Found creative solutions to meet the needs of the business, stakeholders, and users. Advocated for the user's needs and requirements.
- **UX Design**: Analyzed objective and qualitative metrics for the center's website. Identified opportunities to improve the website user flow. Implemented solutions based on insights to meet project goals and drive business growth. Assessed user behavior to implement efficient solutions. Collaborated with programmers to build out components. Worked within the confines of the CMS to create accessible, intuitive designs. Ensured adherence to Yale University accessibility policies. Enhanced UX by creating seamless navigation.
- **User Research & Testing:** Created research surveys to gather feedback on users' ease of use and satisfaction interfacing with WHRY's website. Analyzed survey responses and website analytics to examine high-traffic web pages and determine why certain pages outperform others. Conducted user testing of the center's site and implemented changes based on research findings.
- **Management:** Managed & mentored student workers, focusing on collaboration and talent development. Fostered a culture of creativity, continuous improvement, and accountability within the design department. Assisted in the hiring process. Trained copywriters in SEO. Led the redesign of a flagship product, resulting in an 18% increase in user engagement and a 34% decrease in support requests in 6 months, utilizing user research and design thinking. Served as project manager on multiple assignments simultaneously, including creating start/end dates and milestones. Managed employees to ensure the successful execution of projects.
- **Design, Communications & Social Media:** Led the visual design for all digital and print materials. Developed and produced concepts for video/photography. Explained scientific research through visual media. Developed and implemented a comprehensive, diversified Internet presence and social media strategy to advance WHRY's mission, initiatives, and outreach to various audiences. Increased social media following by 29% and increased user engagement by 162%. Provided technical assistance to all staff and council members.

WTNH News 8 • *Graphic Designer* • New Haven, CT • Full-time • 06/2017 - 12/2019

- **UX Design**: Assisted in website edits, worked within the CMS, consulted on the user experience, and helped ensure Web Content Accessibility Guidelines (WCAG) were met. Served as an advocate for user needs & requirements.
- **Graphic Design & Communications:** Created station graphics, ads, presentations, and animations for different forms of media including television, digital, social, and print. Worked with producers to implement creative assets into the newscast. Managed the station's social accounts. Designed presentation and graphics for a $2 million sales pitch to Executive Auto Group proposing a collaboration in which News 8. Created the branding and logos for several aspects of the deal. Sales successfully sold the deal to EAG as a result.
- **Marketing & Communications:** Scheduled on-air promotions. Worked with Marketing, Sales, and News staff on developing multi-platform initiatives to promote the station's brands. Helped design and develop multiple segments that aired on national television. Created several 30-second promotions in 2 days.

Digital Surgeons • *UX/UI Intern* • Hybrid, New Haven, CT • Full-time • 02/2017 - 06/2017

- **UX/UI, Product Design, & Project Management:** Led the development of the company's "About" page from start to finish including managing project deadlines and milestones. The project was completed in 4 months. Researched, wireframed, and prototyped a microsite using Sketch and InVision. Collaborated with various teams on ideation and strategic decisions. Produced deliverables in accordance with business and client objectives.
- **User & Competitive Research:** Performed competitive research on digital marketing culture in order to create a culture microsite for DS, which was later utilized as the company's "About" page. Performed competitive research for Digital Surgeons' clients, assisting the development team in editing clients' websites.

- **Visual Arts, Design, Marketing, & Communications:** Generated concepts for various marketing and advertising deliverables. Worked in CMS adding alt text to improve SEO. Created graphics & designed layouts for websites, marketing campaigns, print ads, flyers, and newsletters. Photographed and build a backlog of photos for future use. Filmed & edited videos in Adobe Creative Suite. Delivered digital marketing assets and branded content. The content I created led to a 13% increase in social media engagement over the course of 1 month.

Briana Raucci LLC • *Freelancer* • Full-time · 01/2009 - Present

Photographer • Part-time · 01/2008 - Present
- Photograph live music, portraits, weddings, families, etc. Edit photographs and metadata. Featured on numerous newspaper covers and news websites.

Product, UX, & UI Designer • Part-time · 09/2018 - Present
- **Product & UX Design:** Create innovative, user-friendly websites for clients. Use design thinking to empathize and define the needs of the user and stakeholders, ideate solutions, wireframe, prototype, test and implement the finalized solutions. Consult on requirements and accessibility best practices. Create design systems that scale easily, are aesthetically pleasing, and embody the company goals.
- **UX Research:** Performed a UX Research for MIT. Completed a competitive analysis on the main website for MIT. The study included user surveys, feature comparisons, personas & scenarios
- **Mobile App Product Design:** Worked with a colleague on researching, wireframing, and prototyping a medical application. The result was a seventy-five-page research paper and a visual prototype. The paper included the concept, application pitch, technology research, project plan, patent research, competitive analysis, user research, and branding guidelines.

Newmans Own • *Freelance Product Designer* • Part-time · 01/2018 - 03/2018
- Designed and tested a centralized analytics landing page within Tableau. Newman's Own employees now have quick access to key data to optimize the business with ease. The page served as a financial visualization tool.

Face First Films • *Freelance UX/UI Designer* • Part-time · 05/2018 - 07/2018
- Analyzed and redesigned facefirstfilms.com, the portfolio of Emmy Award-winning film writer & director Jeff Reilly. Prepared a competitive site analysis, created user personas and scenarios, designed card sorting activities, conducted usability testing with volunteers, and performed diary studies, surveys, and user interviews. By leveraging design thinking and data-driven research, I created a comprehensive, modern website, resulting in a 10% increase in user engagement and a 25% increase in retention.

SKILLS

Accessibility, Adaptability, Adobe After Effects, Adobe Creative Suite, Adobe Dreamweaver, Adobe Illustrator, Adobe InDesign, Adobe Muse, Adobe Photoshop, Adobe Premiere Pro, Adobe XD, Agile, Analytics, Art Direction, Artifical Intelligence (AI), Branding, Card Sorting, CSS, Communication, Competitor Analysis, Content Management Systems (CMS), Copywriting, Creative Problem Solving, Creative Writing, Customer Feedback, Decision Making, Design Leadership, Design Systems, Design Thinking, Digital Experiences, Digital Marketing, Disability Advocacy, Drupal, Empathy, Experience Design, ExpressionEngine, Figma, Friendliness, Google Analytics, Graphic Design, Hootsuite, Human-Centered Design, HTML, Information Architecture, Innovation, Innovative Solutions, Interaction Design, Interactive Media, InVision, Journalism, Leadership, LucidChart, Market Data, Marketing, Microsoft Office, Microsoft Teams, Mobile Apps, Multimedia Production, Numerical Analysis, Passionate, Photo Editing, Photography, Presentation Building, Problem Solving, Product Design, Product Requirements, Project Management, Project Planning, Research, Responsive Web Design, Scientific Research, SDL Tridion, Search Engine Optimization (SEO), Slack, Social Media Management, Social Media Strategy, Sprout Social, Squarespace, Tableau, Team Management, Teamwork, Time Management, Typography, Universal Design, Usability Testing, User Experience Design (UX Design), User Flow, User Interface Design (UI Design), User Research, User Surveys, Video Editing, Visual Arts, Visual Prototype, Web Content Accessibility Guidlines (WCAG 2.0), Web Content Development, Web Design, WordPress, Writing, Zoom

EDUCATION

Master of Science in Interactive Media, Communications & UX Design
Quinnipiac University • Hamden, CT • GPA: 4.0 • 09/2016 - 05/2018

Bachelor Of Art in Photojournalism
Emmanuel College • Boston, MA • GPA: 3.9 • 09/2023 - 05/2014