

Brenna McKenzie

PRODUCT DESIGNER

EXPERIENCE

Senior Product Designer | Weedmaps

April 2021 - Present

- Lead designer on the conversion team.
- Partner with product managers to define and prioritize roadmaps, ensuring design initiatives align with the overall product strategy and vision.
- Actively lead design critiques and design thinking workshops, fostering a collaborative and innovative design culture within the product team.
- Initiate and execute A/B testing initiatives, utilizing data-driven insights to inform design decisions and optimize key user interactions.
- Successfully translate complex business requirements into intuitive and elegant user interfaces, balancing functionality with a visually appealing UI.
- Present design concepts and updates to executive stakeholders, effectively communicating design rationale and aligning with business objectives.

Product Designer | BiggerPockets

October 2019 - April 2021

- Owned the discovery, strategy, design, testing, and delivery for both the B2B and Community teams.
- Partnered with product managers to explore problems and identify high-impact opportunities for the business.
- Conducted user research, usability testing, and competitor analysis to inform design decisions, resulting in a more user-centric and competitive product.
- Implemented and championed user-centered design methodologies, including design thinking, prototyping, user testing, and iterative testing.

User Experience Designer | HomeAdvisor

September 2018 - September 2019

- Lead designer for the consumer iOS and Android teams.
- Analyzed user interface problems to create design solutions that met user requirements to achieve measurable business goals.
- Produced UX deliverables including wireframes, prototypes, and specifications in tight deadlines with attention to detail and precision.
- Led accessibility initiatives across the product.

Marketing Manager | SpatialKey

February 2016 - February 2018

Partner Marketing Manager | Level 3 Communications

April 2015 - February 2018

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Portfolio

LinkedIn

ABOUT

Design leader who specializes in translating complex business requirements into elegant and intuitive user interfaces. With a focus on user-centered design, I lead cross-functional teams in crafting seamless digital experiences, leveraging a data-driven approach to optimize usability and achieve measurable results.

SPECIALTIES

Agile · Design Thinking · Design Systems · Information Architecture · Interaction Design · Interactive Prototyping · Lean UX · Product Design · Usability Testing · User Research · Workshop Facilitation

EDUCATION

University of Colorado Denver - BA, Communications

Bloc - Certificate, User experience design