

Bianca Nagel

Product Designer / UX Designer & UX Researcher

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EXPERIENCE

Touchpoint Orange (Service Design Team) — UX Researcher, UX Designer

JUNE 2022 - OCTOBER 2022

- Oversaw UX and UI design team and contributed in the design of over 50 UX & UI wireframes, 5 UX prototype versions, and 3 UI Prototype versions for an Advisor Dashboard
- Contributed in creating and managing UX & UI Design System and Data Accuracy Tracker System for Advisor Dashboard wireframes and prototype
- Discussed UX/UI design updates in daily status meetings with project leads
- Researched competitors and identified best practices to create a Wealth Advisor Dashboard
- Responsible for adding research insights for Monthly Summary Powerpoints for executives

Touchpoint Orange (Advisor Experience) — UX Researcher

OCTOBER 2021 - June 2022

- Conceptualized an interview framework and corresponding questions for a Service Design strategy for a \$250 million dollar company
- Brainstormed designs and provided data analysis to 15 Advisor Team Profile Infographics, 16 Application Profile Infographics, and 27 Journeys from Advisor Teams
- Scheduled and conducted about 100 UX interviews to identify key pain points, needs, and goals to create a Service Design strategy and framework
- Collaborated daily with UX/UI, Wealth Management Business, Operations and IT teams
- Responsible for adding data insights for executive summary Powerpoint presentations
- Identified best practices to gain insight to improve the wealth management space

Spark451 (Social Media Marketing) — Interaction Design

APRIL 2021 - JUNE 2021

- Animated and designed Google responsive web banners and social media ads for college digital media campaigns to promote programs and increase student admission
- Designed and built emails and landing pages incorporating UI/UX best practices
- Collaborated with Account Executives Content Strategy and Interaction Design teams

Nanda Home (Clocky) — UX Researcher, UX Designer

SEPTEMBER 2020 - DECEMBER 2020

- Conducted UX/UI qualitative and quantitative research for website
- Analyzed Shopify, Google Analytics and heat map data to optimize website UX/UI to increase website traffic and improve SEO
- Developed user personas based on UX research and data analytics
- Wrote a usability testing script and conducted prototype testing
- Collaborated with Lead UX Designer to redesign e-Commerce website homepage

SKILLS

UX/UI Design
UX Research
Product Design
Prototyping
Motion Graphics
Digital Design
Data Analysis
Concept Testing

APPLICATIONS

Figma
Principle
Adobe CC
Google Analytics
Sketch
Webflow
Keynote
InVision

EDUCATION

Data Driven Design
Fashion Institute of Technology
Certificate, Aug 2020

User Experience Design
Fashion Institute of Technology
Certificate, Dec 2019

User Interface Design
Fashion Institute of Technology
Certificate, Jan 2019

Production Design
Pace University
BFA, May 2020

AWARDS

Hackathon Winner
Pace University, Winter 2020

Dyson College Dean's List
Pace University, 2016-2020

Presidential Scholarship
Pace University, 2016-2020