

# Bianca Nagel

**Product Designer / UX Designer & UX Researcher**

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## EXPERIENCE

### **Koalluh — UX Designer & UX Researcher**

OCTOBER 2022 - JANUARY 2023

- Conducted and analyzed UX/UI qualitative and quantitative research for childhood learning reading application used to present for fundraising and grant eligibility
- Collaborated with founders and developer on MVP and high level product roadmap strategy to create an AI childhood reading application for public school learning
- Created affinity map, user personas, wireframes, and prototype based on UX research interviews, articles, and chat groups with parents, educators and children.

### **Touchpoint Orange (Advisor Dashboard) — UX Designer**

JUNE 2022 - DECEMBER 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 effectively with cross-functional teams, including UX design disciplines, business line clients, product and channel management, and IT, fostering strong relationships and understanding of business objectives.
- Responsible for adding data insights for executive summary Powerpoint presentations
- Identified best practices to gain insight to improve the wealth management space
- Led and crafted UX research initiatives, demonstrating expertise in research methodologies, facilitation, artifact creation, and insightful presentation of actionable insights to stakeholders.
- Provided data-driven recommendations that influenced product and design decisions throughout the organization.

## SKILLS

UX/UI/CX Design  
Product Design  
Qualitative Research  
Qualitative Research  
Wireframing  
Prototyping  
Data Analysis  
Concept Testing  
User Interviews  
Usability Studies  
A/B Testing  
User Personas  
User Journeys  
Information Architecture  
User Flows

## APPLICATIONS

Figma/Sketch/Adobe XD  
Adobe Creative Suite  
Google Analytics  
Webflow  
Keynote  
InVision/Principle  
Hotjar  
Miro  
Excel  
User Testing

## EDUCATION

Data Driven Design Certificate – 2020  
Fashion Institute of Technology

UX Design Certificate – 2019  
Fashion Institute of Technology

UI Design Certificate – 2019  
Fashion Institute of Technology

Bachelor of Fine Arts – 2020  
Production Design  
Pace University

Masters of Science – Aug 2024  
User Centered Design  
Brandeis University

## AWARDS

Hackathon Winner  
Pace University, Winter 2020

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