Braeanne Oribello

Product Designer

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[Education]

University of California, San Diego
Sep 2018 - Dec 2021
B.Sci. Cognitive Science, Specialization in Design + Interaction
Minor in Ethnic Studies

[Experience]

Cohere Health — Product Designer
March 2023 - PRESENT
Leading the design process for the Clinical Review product, including responsibilities to scale to our largest health insurance customers: Geisinger and Humana. Impacting the daily workflows of 1,000+ users through ambiguous problem-solving and user research.

Drift — Product Designer
Jan 2022 - Feb 2023
Developed sales tools at a vibrant unicorn startup as my product team's lead designer. I was responsible for scaling the Drift Prospector product for 32,000 users from concept to shipping, and contributed to the design system and critique sessions.

Blend — Product Design Intern
June - Sep 2021
Collaborated with engineers and PMs on a novel experience for the home insurance product through prototyping and usability testing. Conducted optimization experiments for 100+ organizations, while navigating the ambiguity of a heavily regulated industry.

Develop for Good — Product Designer
Jan - May 2021
Assisted surgeons from Akron Children's Hospital to craft a webapp for 80+ families with children who have a cleft lip and/or palate, providing health and emotional support. Design decisions were informed through user research, metrics, and organization goals.

[Leadership]

Design Co — Visual + Brand Designer
Mar 2020 - Dec 2021
Created graphic marketing collateral, co-lead branding initiatives for our larger functions, and hosted professional development workshops for 250+ general members.

HUE Collective — Creative Director
Feb 2020 - Sep 2021
Co-founded a versatile team to publish a design zine by establishing the road map for the engineers and writers, and the brand direction with the media team and designers.

[Skills]

Design
UI/UX · Design Systems · Product Thinking · Wireframing · Prototyping · Sketching
User Research · Usability Testing · Interaction Design · Branding + Identity ·
Product Writing · Graphic Design ·

Technical
Figma · InDesign · Illustrator · Photoshop · Miro · Github · Mural · Dovetail · InVision