

BRENDA PENN

Product Designer

brendapenn.com

hello@brendapenn.com

EDUCATION

Masters in Human-Computer Interaction + Design | Sep 2019 - Aug 2020
University of Washington

B.S. in Computer Science and Engineering | Aug 2015 - Dec 2018
University of Nevada, Reno
Top Graduating Scholar for College of Engineering, *Magna Cum Laude*

PROJECTS

Service Designer for Luca | Mar 2020 - Aug 2020

A service to foster conservation values in the novice camper in order to encourage the future protection of natural spaces.

- Led design of the visual system and interface design
- Supported wireframing, IA, and user flows

Product Designer for the Burke Museum | Jan 2020 - Mar 2020

A mobile application that augments the existing museum experience to help visitors with limited time make the most of their visit.

- Led design of the visual system and interface design
- Collaborated with a team in the research process and usability testing

Product Designer for Alma | Oct 2019 - Dec 2019

A voice based dawn-simulation lamp that encourages better sleep hygiene for young adults with depression.

- Led design for visual system, illustrations, and interface
- Created hi-fi prototype
- Conducted usability testing with 4 users

EXPERIENCE

Web Department Manager at Mabble Media | Sep 2020 - Present

- Oversee the UI/UX design for web projects and approve all final products
- Create and manage the internal structure and processes for the website department
- Manage a team of four web designers and provide staff mentorship on design processes

Web Designer at Mabble Media | May 2018 - Sep 2020

- Communicated with key stakeholders to identify and develop product requirements
- UI/UX design and production of Wordpress websites
- Identified and fixed website bugs, and provided web maintenance

Project Management Intern at Reno Collective | Jan 2018 - May 2018

- Assisted in the design, creation, and implementation of the member website to allow the members of the co-working space to better connect and share ideas
- Managed the development team through task delegation, team meetings, and scheduling workshops

Software Engineer Intern at Scadatec Inc. | May 2016 - Jan 2018

- Assisted with debugging and development to ensure software quality.
- Addressed and resolved customer problems with software configuration

DESIGN

Interaction Design
Problem Setting
Ideation
Storytelling
Rapid Prototyping
Wireframing
Journey Mapping
Voice Design (VUI)

RESEARCH

Semi-structured Interviews
Usability Testing
Data Analysis
Discovery Workshops
Participatory Design
SME Interviews
Task Analysis
Cultural Probes

TOOLS

Figma
Sketch
Principle
Illustrator
Photoshop
InDesign
Premiere Pro
Keynote
Wordpress Development
HTML/CSS
JavaScript
C++
Ruby on Rails