

Brenna Sorkin

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Hello

I'm a **product designer** passionate about accessibility and the human experience.

Experience

Senior Product Designer

2022 - Present

Product Designer

2021 - 2022

UX Designer

2018 - 2021

Design Strategist

2020

Design and Computer Science (B.S.)

Ask me about

My missing finger

Knitting

My favorite restaurants

Details

Toast

Lead design & UX strategy for AI tools, homepage, search, and navigation. Coordinate designers across teams to create a cohesive vision for AI across Toast.

Drizly (acquired by Uber)

Drive UX for Drizly's gifting program to optimize conversion and repeat rate for alcohol gifts. Ensure all designs meet state liquor laws and regulations.

Innovation & Digital Health Accelerator @ Boston Children's Hospital

Spearhead UX for healthcare related projects, including consumer-facing tools, internal digital solutions, and accessibility strategy.

Grocery Outpost (Freelance / Contract)

Define brand strategy and run social media, including developing recipes, writing a newsletter, and maintaining a website. Work collaboratively as the third employee.

Northeastern University | Boston, MA

GPA - 3.8 | Magna Cum Laude | University Honors Distinction | Honors in the College of Arts, Media & Design | Huntington 100

Skills

Design Research • Product Strategy • Information Architecture • Wireframing • Prototyping • User Testing • Accessibility • HTML/CSS • Workshop facilitation