

Brenna Sorkin

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Hello

I'm a **product designer** passionate about accessibility and the human experience. I love approaching problems with data and finding solutions at the intersection of usability and aesthetics. Cheers.

Experience

Product Designer

2021 - Present

UX Designer

2018 - 2021

Design Strategist

2020

UX Designer

2018

Design and Computer Science (B.S.)

Details

Drizly (an Uber company)

Lead UX for Drizly's gifting program to optimize conversion and repeat rate for alcohol gifts. Enact accessibility best practices for design and development.

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.

Express Scripts

Design screens and create prototypes for Inside Rx, a website that provides uninsured patients with cash discounts on prescriptions.

Northeastern University | Boston, MA

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

Ask me about

My missing finger

Harry Potter

Running a marathon

Skills

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