

# Briyana C. Johnson

Product Designer

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## Education

### Temple University

B.B.A Management  
Information Systems

## Skills

### Design

Object oriented UX  
User archetypes  
Information architecture  
Wire-framing  
Prototyping  
Workshop facilitation

### Research

Empathy interviews  
Usability testing  
Card Sorting  
Tree testing  
Heuristic Review

### Tools

Figma  
Optimal Workshop  
UserTesting

## Other Experience

### DIB Wellness Committee

Leads a work-stream to promote a culture of well-being in the workplace.

### DC AIGA 2023

Collaborated on a 4-month pro-bono design project addressing the challenge of food deserts

### HUE Tech Summit Speaker

Participated as a panelist at a conference, sharing insights and personal experiences on breaking into UX design

## Experience

### Capital One / Product Designer / July. 2021 - Present

#### Commercial Card

- Led the design and research to conceptualize and implement new product features, resulting in scalable solutions that enables users to complete their accounting processes.
- Analyzed user behavior, market trends, and competitor offerings to prioritize enhancements for our travel and expense product.
- Collaborated with product managers and developers to create a design-driven roadmap for short-term and long-term product improvements.
- Delivered designs that lead to the projected sales growth of the travel and expense card offering.

#### Consumer Card and Bank

- Designed long-term engagement strategies for the Money and Life program, that increased customer retention for Capital One products and services.
- Utilized strategic thinking and UX/UI design to conceptualize and communicate ideas to leadership, securing buy-in for concepts.
- Identified short-term and long-term work streams to drive backlog prioritization and ongoing discovery efforts.
- Refined the Capital One Cafe's digital products, enabling customers to engage in self-paced activities at home, fostering better financial goal understanding and follow-through.

### NeuroFlow / Product Associate / April 2020 - June 2021

- Led the redesign of the company's website, focusing on optimizing the user experience for B2B clients.
- Partnered with Magellan Health Insurance to create a sensitive and effective intake process for mental health services.
- Developed intake logic that collected user information to recommend tailored mental health solutions, demonstrating a deep understanding of user needs.
- Responsibly designed the tone of questions and interactions to ensure a comfortable and supportive experience for users discussing mental health.

### Onyx Valley Studios / UX Consultant / Aug. 2018 - Nov. 2020

- Collaborated with a multidisciplinary design team to develop UX and service design solutions that met clients' needs.
- Created project plans for multiple projects to meet client expectations and project timelines.
- Fostered transparent client communication by maintaining consistent updates throughout project lifecycles.
- Prioritized a research-driven approach, initiating projects with thorough research and discovery phases to ensure solutions were backed by evidence-based insights.