

# Bridget Doherty

Senior Product Designer

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Senior Product Designer with 5 years of experience taking products from early discovery through MVP and launch. Delivered measurable outcomes including +22% conversion, -30% task time, and 90% forecast accuracy.

## Experience

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### Senior Product Designer

PwC

New York, NY

June 2024 – Present

- Led end-to-end design for an AI-powered SaaS B2B dashboard, streamlining promotion planning workflows to improve forecast accuracy to 90% and increase profitability for users by 10%.
- Owned the design of the landing dashboard, editor, AI assistant, and comparison views, reducing decision time by 60%.
- Built the design system and component library across 150+ screens, establishing brand consistency and reducing frontend QA issues by 50%.
- Facilitated workshops and defined user journeys to align requirements, shape product direction, and manage scope in a fast-moving MVP build.

### Product Designer

PwC

Chicago, IL

May 2021 – June 2024

- Designed a unified public-facing website for a financial services platform, consolidating fragmented experiences into a single product that increased lead conversion by 22%.
- Defined the site architecture and mega-nav, validated through TreeJack testing and interviews, achieving a 98% task completion rate.
- Created final UI designs for the homepage, Learning Center, and mobile flows, working within the design system and brand guidelines to support an ahead-of-schedule launch.
- Created and managed a global design newsletter reaching 2,000+ employees, increasing visibility of design work and strengthening cross-team alignment.

### UX Design Intern

MCD Partners

Chicago, IL

March 2021 – May 2021

- Supported the redesign of a retail web experience through wireframes and A/B testing, improving product discovery and task completion.

## Skills & Tools

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Product Design, Interaction Design, Visual Design, Design Systems, Prototyping, Usability Testing, User Research, Accessibility (WCAG), Agile Product Teams, Design QA, Figma, Adobe Creative Cloud, Claude Code, HTML/CSS

## Education

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### University of Michigan, Ann Arbor | May 2020

Bachelor of Science – Information, User Experience Design