

Bridget Doherty

UI/UX Designer

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Senior UI/UX Designer with 4 years of client experience, crafting intuitive, scalable experiences from concept to execution. **Focused on design, strategy, and usability.**

EXPERIENCE

PwC | *May 2021 - Present*

Senior UI/UX Designer (July 2024 – Present) | New York, NY

- Designed and launched digital products as part of PwC (PricewaterhouseCoopers) Customer Transformation team, leading UX/UI for clients in finance, health, and technology industries.
- Led UX/UI for the MVP launch of an AI-powered trade promotion platform, replacing static spreadsheet-based workflows with real-time visualizations, modular UI, and a generative AI assistant. Built a scalable design system in Figma reducing design-to-dev handoff time and cutting QA issues by 60%.
- Unified fragmented B2B and B2C web experiences for a Fortune 100 financial client by consolidating multiple digital properties into a single, public-facing site. Delivered a restructured navigation menu, interactive learning center, and content strategy aligned to SEO and user behavior contributing to a 22% increase in lead conversion.

UI/UX Designer (May 2021 – June 2024) | Chicago, IL

- Shipped data-driven design solutions, collaborating with strategists, engineers, and researchers to enhance usability and business impact for clients as part of PwC's global Experience Center.
- Designed responsive layouts and high-fidelity UI for a vaccine ordering platform for a global healthcare client. Collaborated with SMEs to define requirements and develop a service blueprint that optimized user flows, contributing to a 30% reduction in order time. Delivered developer-ready specs through a timely MVP launch.
- Launched and ran an internal weekly design newsletter, reaching 300+ global stakeholders. Curated design insights, project wins, and tools to foster team cohesion, encourage cross-office visibility, and support a shared design culture.

MCD Partners | *March 2021 - May 2021*

UX Design Intern | Remote

- Supported the redesign of a retail web experience by creating wireframes and assisting in A/B testing to improve product discovery and task completion. Collaborated with senior designers to iterate on wireframes based on testing results and stakeholder feedback.

EDUCATION

University of Michigan, Ann Arbor

May 2020

Bachelor of Science in Information – User Experience Design

SKILLS

Design: Product Design, Prototyping, Design Systems, Component Libraries, Visual & Interaction Design

Research & Strategy: Usability Testing, User Interviews, Journey Mapping, Feature Prioritization

Tools: Figma, Adobe Creative Cloud (Illustrator, Photoshop, After Effects, Express), Firefly, Miro

Collaboration & Delivery: Agile Workflows, Stakeholder Communication, Design QA, Accessibility (WCAG)