Bridget Doherty

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Education

Bachelor of Science in Information, User Experience Design; GPA 3.9/4.0   May 2020
University of Michigan, Ann Arbor MI

Skills

Tools: Adobe Creative Suite, Figma, Google Analytics, InVision, Principle, Sketch

Programming: HTML, CSS, JavaScript, C++, Python

Design: UI Graphics & Illustration, Style Guides & Pattern Libraries, Grid Systems & Layout, Color Theory, Typography, Copywriting

Research: A/B Testing, Competitive Analysis, Concept & Usability Testing, Heuristic Evaluation, SEO Analytics, Survey Writing, User Interviews

Work Experience

Product Designer

The Michigan Daily, Ann Arbor MI   Sep 2018 – Aug 2020

An independent student-run media organization. On an agile software team responsible for designing, engineering, and prototyping new products and features that inform and assist the Ann Arbor community

- Participated in every step of the product design process, from ideation and product strategy to validation and launch
- Established a consistent visual brand for digital products with over 4.4M unique annual users by developing and maintaining an internal design system
- Led the product design and development of a new web-based course planning tool, GradeGuide.com, driving over 250,000 uses and a 5 percent year-over-year revenue increase since its release
- Increased accessibility and elevated end-user experience of the Michigan Daily website by conducting usability tests and revising designs accordingly; generated a 10 percent increase in month-over-month total site views for 3 straight months
- Created new personalization features based on user feedback for the mobile content app, ensuring a more interactive experience

Student UI/UX Designer

University of Michigan School of Information, Ann Arbor MI   Aug 2019 – May 2020

Partnered with client TOTAGO through the university-sponsored UX Lab to provide consulting services and design-driven solutions. TOTAGO is a startup dedicated to providing free web, iOS, and Android applications for outdoor recreation planning

- Solved customer needs and business challenges by designing a mobile activity log for the TOTAGO and Modern Hiker apps
- Facilitated weekly stand-up meetings with TOTAGO to articulate design concepts and rationale
- Conducted quantitative and qualitative user research methods uncovering insights into community behavior; leveraged data to define requirements
- Produced flow diagrams, user interfaces, interactive prototypes, and specifications through an iterative design process

Interaction Designer

Digital Publishing Studio, Muncie IN   Aug 2017 – July 2018

An interactive design firm and learning lab in the Department of Journalism at Ball State University

- Translated clients' needs to design, develop, maintain, and promote cross-platform digital experiences
- Increased monthly active users by 10 percent for the BSU Athletics app by creating a more engaging experience through the design and implementation of simplified workflows, live updates, and multimedia content

Lead Designer

Ball State Unified Media Lab, Muncie IN   Oct 2016 – Aug 2017

A collective of student-run publications dedicated to multiplatform storytelling

- Managed and delegated design-related work to a team of 10 designers to produce graphical content for digital and print publication
- Led weekly creative meetings in collaboration with marketing and editorial staff to develop the content strategy
- Awarded by Associated Collegiate Press, Indiana Collegiate Press Association, and Columbia Scholastic Press Association