

# Barbrianna Adams

## Education

### VCU Brandcenter

M.S. Business, Art Direction/Branding  
August 2018 — May 2020

### UNC Chapel Hill


B.A. Media and Journalism,  
Communication Studies  
August 2014 — May 2018

### UNC Kenan Flagler Business School

Business Essentials Certification  
2017

## Skills

Client Management  
Design Thinking  
User Research  
User Journeys  
User Testing  
Empathy Mapping  
Wireframes  
Content Writing and Strategy  
Adobe Creative Suite  
Figma  
Marketing and Advertising

 [barbrianna.com](http://barbrianna.com)

 [barbrianna.adams@gmail.com](mailto:barbrianna.adams@gmail.com)

 [linkedin.com/in/barbrianna](https://www.linkedin.com/in/barbrianna)

## Experience

**Senior Service Designer** Prophet  
Richmond, VA | April 2021 — Present

- Facilitates and develops design thinking and co-creation workshops with internal and client stakeholders
- Develops user testing guides and storyboards for user research interviews to synthesize insights for further prototyping
- Generates physical and digital concepts that bring services to life
- Creates user journeys and service roadmaps to define features for service launch
- Works with cross-functional teams to build service blueprints and pilot new services

**Junior Product Designer** Laine London  
Remote | October 2020 — April 2021

- Developed research plan to guide experience principles
- Conducted user interviews and experience audits to gather insights and feedback
- Mapped user journeys and defined marker moments
- Translated research insights into service and product design opportunities (ex. wireframes)

**Digital Influencer Intern** Edelman  
Los Angeles, CA | Summer 2018

- Identified diverse influencers and developed influencer media list
- Strategized digital activations and partnerships that would bolster brand growth

**Social Media Intern** UNC Admissions  
Chapel Hill, NC | August 2017 - December 2017

- Managed social media platforms and developed content to display the various facets of UNC to prospective students
- Wrote content and designed graphics and videos for campaigns used to engage incoming applicants

**Agency Communications Intern** McKinney  
Durham, NC | Summer 2017

- Created and distributed content for agency social media channels
- Provided a weekly report of top trends including insights and suggestions related to the industry
- Directed focus groups and conducted research for the development of McKinney's interactive, web-based game Payback