

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

Adobe Creative Suite
Design Thinking Facilitation
User Research
Content Writing and Strategy
Figma
Marketing
User Journeys
User Testing
Empathy Mapping
Wireframes
Google Analytics

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Experience

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

Clients: CVS Health, Chick-fil-a

- 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
- Creates user journeys and service blueprints to define features and roadmap for service launch

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

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
- Wrote and coordinated press releases about McKinney work, culture and employees, including the "MTern Spotlight Series"
- 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