

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

Tools and Skills

Figma
Adobe Creative Suite
LucidSpark
End-to-End Product Design
Client and Stakeholder Management
Design Thinking
Facilitation and Workshops
User Research and Testing
User Journeys
Empathy Mapping
Wireframes and Prototyping
Content Writing and Strategy
Brand Strategy

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Experience

Principal Associate Product Designer Capital One
Richmond, VA | November 2022 — Present

- Co-lead end-to-end design for an enterprise-wide data monitoring and alerting initiative, enhancing data management, visibility, and user trust
- Hosted kickoff and ideation workshops to align stakeholders and generate innovative solutions
- Conducted comprehensive user testing to gather feedback and iterate on designs for optimal user experience
- Created detailed wireframes and collaborated with development teams to ensure seamless handoff and implementation.
- Successfully launched the MVP, featuring timeliness rule creation for datasets and a dashboard to detect data issues. Supported the larger data observability initiative by determining future state work and its impact on real-time product delivery
- Identified and pursued integration opportunities to enable users across the data observability portfolio
- Collaborated closely with product, development, and technical stakeholders to ensure cohesive project execution
- Worked with the content design team to uphold and integrate design system standards throughout the creation process

Senior Service Designer Prophet
Richmond, VA | April 2021 — October 2022

Clients: CVS Health, Chick-fil-a

- Facilitated and developed design thinking and co-creation workshops with internal and client stakeholders
- Developed user testing guides and storyboards for user research interviews to synthesize insights for further prototyping
- Created user journeys and service roadmaps to define features for service launch
- Worked with cross-functional teams to build service blueprints and pilot new services

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

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