Briana Levin

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I am a UX Designer and Researcher.

Education.

Bentley University
McCallum Graduate School of Business
Waltham, MA
Masters of Science; December 2020
Human Factors in Information Design
GPA: 3.91

University of Rochester
Rochester, NY
Bachelor of Arts; May 2016
Business; Digital Media Studies

Community.

VP of Events, Board Member
User Experience Graduate Association
June 2020 – May 2021

Member
Beta Gamma Sigma
February 2020 – Present

Member
Gamma Phi Beta
February 2013 – Present

Skills and Tools.

Figma	UXPin
InVision	Balsamiq
Mural	HTML
CSS	JavaScript
Photoshop	Illustrator
Qualtrics	Google Analytics
Taskflow`	Google Ads Platform
AWS S3	Google Suite
Zendesk	Microsoft Office
Camtasia	Pivotal Tracker

Languages.

English (Fluent)
Hebrew (Conversational)
Spanish (Basic)

Experience.

Google / Cambridge, MA
Interaction Designer / July 2022 – Present

Lead the strategic vision and UX design for targeting features within Google Ads, championing user-centered design, accessibility, and inclusivity throughout the process. Successfully deliver delightful user experiences that result in measurable performance gains for advertisers, enhancing product adoption and revenue growth. Collaborate effectively with cross-functional teams, including product management, engineering, marketing, and sales to achieve shared goals and drive product success.

Quickbase / Boston, MA
Senior Interaction Designer / March 2022 – July 2022
Interaction Designer / September 2020 – March 2022

Lead interaction designer for multiple features within Quickbase, specifically platform and app analytics, and tabular reporting. Collaborated daily with visual and content designers, product managers, and engineers. Delivered wireframes, prototypes, and accessible specs to stakeholders. Advocated for the user by conducting user interviews, usability studies, and tracking usage.

Bentley University UX Center / Waltham, MA
UX Designer and Researcher / August 2019 – August 2020

Designed user-centered solutions for usability problems through research methods, including surveys, interviews, and usability tests. Analyzed research findings, extracted insights, prepared reports, and presented actionable recommendations to clients.

LeveragePoint Innovations Inc. / Medford, MA
UX/UI Engineer / May 2017 – July 2019
Customer Experience Designer / July 2016 – May 2017

Managed projects that enhance the usability of LeveragePoint's platform based on user feedback and usage metrics. Led the engineering team in all matters of design to improve customer adoption and scalability of the platform. Oversaw LeveragePoint's security process including responses to customer questionnaires, and SOC2 process management and administration.

Certifications.

University of Michigan / Coursera
Java Programming and Software Engineering

Duke University / Coursera
Web Applications