

BRYANA SHIELDS

User Research — Design for Sustainability — UX Design

CONTACT

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WORK EXPERIENCE

Frelance UX Researcher & Brand Designer | Remote

Water Testing Labs of MD Inc. | Dec. 2021 – Present

- Conducting market research across 4 sectors, evaluating user behavior and market trends.
- Developing and testing brand identity to gain customers while maintaining trust and loyalty with over 200 customers.
- Revamping website flows and navigation menus, creating unique user touchpoints for this industry.
- Increasing brand recognition through website design and product packaging and understanding industry competitors.

BioDesign Israel | Haifa, Israel

Research Consultant | Jan.- June 2022

- Collected information, executed procedures for weekly project deliverables, and analyzed research for each design team, resulting in 1000's of data points.
- Led research methodology and synthesis for 8 medical innovation projects at once.
- Advised over 40 entrepreneurs from Israel for entire product lifecycle.

Deloitte | SCADpro | Savannah, GA

Project Manager & Consultant | June- Sept. 2021

- Headed a multidisciplinary team of 10 and directed solution development using qualitative & quantitative data and user personas.
- Streamlined new information provided and processed changes in the client's needs with weekly turnaround for further developments with relevant stakeholders.
- Delivered bi-weekly presentations to stakeholders, identifying complex problems and pain points to generate more innovative solutions.

KEY RESEARCH PROJECT EXPERIENCE

Hydroponic Community Center

Research & Concept Lead | 2021

- Led and built 7 concepts and programs that would help implement digital urban farming technology of hydroponics into low-wealth communities in Savannah.

NICU Ecosystem

Research & Concept Lead | 2020

- Developed an ecosystem to make the NICU safer, smarter, and smoother through observations and interviews with a team of 16 designers and 12 neonatal care professionals.

EDUCATION

Savannah College of Art and Design

M.A. Design for Sustainability

November 2021

- Academic Honors Scholarship
- Student Incentive Scholarship

B.F.A. Industrial Design

August 2020

- Academic Honors Scholarship
- SCAD Achievement Honor Scholarship

Auburn University

B.A. Art

May 2017

- Dudley University Endowed Scholarship

SKILLS

Softwares

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Figma
SolidWorks
Rhinoceros
Keyshot
Fusion 360
Miro

Design

UX Research
Market Research
Design Thinking
Project Management
Concept Development
Wireframing
Usability Testing

CERTIFICATIONS

Adaptive Leadership

Masa Global Leadership Summit

May 2022

- A 5-day summit to learn to help organizations adapt and thrive in the face of challenges with 100 fellows from 17 countries.

Design Research & Insight Translation

Lextant

Sept. 2021

- Demonstrated the six key principles that guide this method of thinking to create meaningful experiences.