

Victoria Brooks

Product Designer
New York City + Remote

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Senior UX/UI Designer

Council on Foreign Relations
March 2020—Present

- Lead UX and UI with a multidisciplinary team on product ideation, concept development, and creation of site verticals, interactives, and micro-sites that define the CFR.org experience.
- Conducted a site audit for the creation of CFRs design system and currently leading its development.
- Create wireframes and low-fidelity prototypes to quickly visualize and communicate solutions to complex design problems.
- Manage and prioritize work ensuring project timelines are always met.

Visual UX/UI Designer

Priceline
Oct 2018—Sep 2019

- Conducted heuristic review of each product vertical and documented areas where the customer experience could be more consistent.
- Co-lead the creation of the first official set of brand guidelines that would ensure a consistent story was told through all media channels.
- Collaborated with designers in updating design system components to be more in line with brand guidelines and accessibility standards.
- Partnered with product managers on quarterly roadmapping and MVP solutions to user problems.
- Collaborated with PMs and dev teams to design, prototype, and test complex design problems.

Digital Designer

Nickelodeon
Aug 2016—Oct 2018

- Brought the smart place to play to life by innovating on the toddler experience and ensuring brand consistency across all Nick Jr. products and digital platforms.
- Responsible for full project cycle of ideating, creating, exporting, and optimizing delightful and responsive imagery for toddlers across desktop, tablet, mobile, app, smart TVs, and other digital products.
- Improved team efficiency by restructuring our file system and mimicking an agile workflow, allowing teams to increase cross-functional collaboration and actively provide feedback.
- Communicated directly with UX, production, development, and animation teams on creation and optimization of content and assets to ensure timely delivery.

Achievements

2019 | Webby Award noggin
2017 | Webby Award nickjr.com

Skills

User Flow	Analysis
Problem Solving	Prototyping
Photography	Layout
Color Theory	Wireframing
Agile	Typography
Research	Collaboration
Sketching	Development
Curious	Empathy
Accessibility	Baking
Information	
Architecture	

Programs

Figma	Sketch
Invision	Principle
Photoshop	Illustrator
InDesign	Jira
Microsoft Office	

Education

BBA Financial Consulting
Cox School of Business
Southern Methodist University

AAS Graphic Design
Parsons School of Design
The New School

General Assembly
User Experience Design