

Andrea Brennan

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Experience

MI Finance | Senior Product Designer - Internal Tools

November 2021 - Present

As the product designer on Internal Tools I have been working on a complete redesign to our admin software which is used to manage MI users accounts. I conducted thorough research to establish roles and permissions, took those roles and created a new site architecture to help build a more user friendly experience. I also branded our new software into Mission Control and built out a fully functioning design system for the Internal Tools team.

GoHealth | UX Designer

July 2020 - November 2021

I worked on multiple digital initiatives, from both the agent/marketplace and consumer point of view. I was responsible for conducting research, testing products and implementing user centered solutions to improve our healthcare marketplace.

Inventables | UX Designer II

May 2017 - July 2020

I worked closely with our product and development team to create a more streamlined carving experience for our Easel SaaS software. I was also responsible for redesigning the ecommerce experience of our branded marketing website. I owned all aspects of the UX/UI process from user research to final UI implementation.

Blue Chip Marketing | UX Architect

November 2016 - May 2017

Created UX deliverables including information architecture, wireframes, prototypes, use cases, workflows and usability testing results. I worked with our team to iterate on designs during implementation on a wide range of consumer and pharmaceutical clients including, On-Cor, B&G Foods, Procter & Gamble and McCormick Spices.

Education

Milwaukee Institute of Art and Design

Bachelor of fine arts Photography | May 2007

DESIGNATION

UX / UI Design | November 2016

Skills

User Research	Design Systems	Figma
User Testing	Component Building	Sketch
User Flows	UI Mocks	Miro
Card Sorting	Prototyping	Adobe Creative Suite