Brooke Bell

Product Designer and Manager with over 10 years of industry experience

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EXPERIENCE

Adobe — *UX Manager II*

Present

Lead a team of talented Product Designers to do their best work, by mentoring, identifying opportunities for growth, and maintaing talent

Work with leadership, stakeholders, and cross-functional partners to define, manage, and prioritize roadmaps based on user and business needs

Create and maintain a culture of empathy, curiosity and diversity

Strategize and define unified vision for Adobe + Workfront acquisition

Workfront — *UX Manager*

2020 - 2021

Mentored designers on executing on end-to-end workflows by modeling best-practices in research, design consistency and user needs

Oversaw and mentored product designers responsible for key-initiatives pre-empting our acquisition by Adobe

Helped build strong relationships with product, engineering and other integral teams to build cohesive user experiences

Workfront — *Lead UX Designer, Sr. UX Designer*

2017 - 2020

Built entire design system language from scratch, helped to evangelize across Workfront, define best practices and advocate for resuable patterns

Engaged in user research efforts, usability testing, and consistently advocating for the user with design decisions

Lead several high priority, overarching, product-wide initiatives

O.C. Tanner — *Sr. UX Designer*

2016 - 2017

Delivered a cross-platform wellbing application for Research and Development Lab

Collaborated with cross-functional team to iterate on user research

Mentored product designers in product and development lifecycle

INVOLVEMENT

University of Utah

Intro to Product Design
Assistant Adjunct Professor

Utah Valley University

UX Speaking Engagement

Product Hive

UX Speaking Engagement

RECOGNITION

Women at Adobe Leadership Recognition Program

Q2 MVP – Workfront

MVP – Glasses.com

SKILLS & TOOLS

User Research, Usability Testing, Mobile Design, Leadership, Management, SaaS, Enterprise, Ecommerce, Design Systems, Front-end Development, Agile Methodology, Sketch, Figma, Adobe CC, InVision, Notion, Usability Hub, User Interviews, Team Building, System Design, Workshop Facilitation, User Journeys, Org Design,

Helped develop and refine research practices, engagement models, and overall strategy of user-centered thinking and decision making

Glasses.com — *Sr. UX Designer, UX Designer*

2014 - 2016

Designed cross-platform user experiences including Virtual Try-on app, Vision Insurance website integration and shopping cart

Lead holistic redesign of desktop site and mobile site

Conducted user research and usability testing

Overstock.com — *UX & Graphic Designer*

2011 - 2014

Designed dynamic site-wide experiences including gift registry, cars.co, careers page, and homepage redesign

Worked closely with product managers and front-end developers to deliver pixel-perfect solutions

Delivered cross-site campaigns for important company initiatives

EDUCATION

University of Utah — *Communication New Media*

2007 - 2011

University of Utah — *Minor Arts Technology*

2007 - 2011

CERTIFICATIONS & TRAINING

IDEO U — *Cultivating Creative Collaboration, Power of Purpose, Superpowers to Great Teams*

2021

WebAIM — *WCAG Accessibility Training*

2019

Nielsen Norman Group — *UX Certification*

2016

New York University — *UX: Fundamentals Certification*

2015 - 2016