

# BRIANNA RICK

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## Senior Product Designer

Creative and code proficient web-based software designer with 15+ years spearheading UX/UI design and front-end development for complex web and SaaS platforms. Expert in HTML/CSS, accessibility, internationalization and localization, and creating and maintaining iterative design systems. Proven ability to design directly in code for responsive, scalable, user-centered experiences — from enterprise platforms to community-driven tools. Deep experience collaborating cross-functionally in remote teams. Passionate about inclusive design, open-source values, and creating products that delight users; a user champion at heart.

## EXPERIENCE

### PRODUCT MANAGER, Onebrief

2024 - 2025

- Owned end-to-end product design strategy for high-usage platform supporting government and military users.
- Collaborated with military planners to conduct in-depth user research, eliciting nuanced requirements for a variety of customers (and personas), and translating them into scalable solutions for a unified platform.
- Launched customizable templates improving planning efficiency by 22%, and in-app user training that boosted adoption by 35% and increased planning product output twofold.
- Defined and prioritized features, in close collaboration with engineering and design, aligning on high-level solutions, defining risk analysis, and aligning with product vision to ensure timely, successful delivery.
- Maintained close collaboration with the CEO and co-founder to align product design with long-term company growth objectives and emergent user needs.

### STAFF AGILE PRODUCT OWNER, Northrop Grumman

2021 - 2024

- Led the enterprise-wide generative AI/ML chatbot product, improving employee workflow automation and reducing manual processes by 34%.
- Drove AI product strategy by identifying use cases, aligning business goals with ML capabilities, and ensuring ethical and scalable AI adoption across the enterprise.
- Refined Large Language Models (LLMs) to align with company-specific terminology and DoD jargon, enhancing response accuracy, and trained the model to respond to specific user persona needs from HR, Sales, IT, and Payroll.
- Integrated the chatbot with our enterprise systems: Workday, SAP, ServiceNow, and ADP.
- An Agile Coach that trained and mentored multiple teams, driving enterprise SAFe adoption and agile best practices at enterprise scale.

### PRODUCT OWNER, Viasat

2020 - 2021

- Reimagined the customer enrollment journey for B2B, leading to 3x improvement in funnel completion.
- Modernized web and mobile portals for retail, resale, and wholesale channels using a new design system.
- Launched a redesigned Installer Field Tools app (iOS, Android), cutting service resolution time by 18%.
- Standardized reusable design components across platforms and led Viasat's Design System Governance Board.

## PRODUCT OWNER, HP

2017 - 2020

- Led product strategy for InstantInk.com, managing customer enrollment across 22 countries/languages (i18n).
- Drove 28% increase in customer conversion through rigorous A/B testing and UX optimization.
- Launched the first free subscription service (15 pages/month), driving new acquisition segments.
- Managed product roadmap and stability for 6M+ users, achieving 98%+ uptime during major design rebrands.
- Introduced user journey mapping into global product teams, leading to more intuitive UX across platforms.
- Built responsive UI components directly in HTML and CSS, optimizing for accessibility and performance.
- Championed the rollout of HP's global design system and promoted user-centered design across the org.
- Created and maintained a custom SVG icon library, ensuring consistency and performance across web assets.

## ADJUNCT PROFESSOR, The Art Institute of California - San Diego

2017

- Created and taught curriculum on HTML5/CSS3 to all majors (lower division 101)
- Created and taught curriculum UI/UX, responsive design, and user-centered design (upper division 301 & 401)

## USER INTERFACE SPECIALIST, Moebius Solutions

2010 - 2017

- Delivered user-centered designs for web apps supporting Department of Defense contracts (GCCS-J).
- Facilitated agile ceremonies and led accessibility (WCAG/508) compliance reviews.

## PROGRAMMER ANALYST II, UCSB

2009 - 2010

- Developed and maintained Drupal-based websites; customized themes and modules for various departments.

## EDUCATION & CERTIFICATIONS

**Certified SAFe 5 Program Consultant (SPC), Certified SAFe 5 Product Owner / Product Manager (POPM) Practitioner (SP), Scrum Master (SSM), Advanced Scrum Master (SASM)**

2021

Scaled Agile, Inc.

## UX for Responsive Sites

2018

Nielsen Norman Group

## MS, COMPUTER INFORMATION SYSTEMS

2015

Boston University, Web Application Development Concentration, 3.85 GPA

## BS, WEB DESIGN & INTERACTIVE MEDIA

2009

The Art Institute of California - San Diego, 4.0 GPA

## SKILLS & TECHNOLOGY

**Languages & Markup:** HTML5, CSS3, Tailwind, JS, PHP, SQL

**Frameworks & Platforms:** React, Vue, WordPress, Drupal, Rails (front-end integration), Git

**Design Tools:** Figma, Sketch, Adobe XD, Zeplin, InVision, Miro, Creative Cloud

**Systems Thinking:** Responsive Design, Design Systems, UI Consistency, Component Libraries

**Accessibility:** Section 508 Compliance, WCAG, Keyboard Navigation, ARIA

**Copywriting:** UX Microcopy, Tooltip Guidance, i18n

**Collaboration:** Jira, Confluence, Linear, M365, Notion

**Research & UX:** Journey Mapping, A/B Testing, User Testing, Behavioral Analytics