

Bridget O'Keefe

UX Designer | Storyteller | Marathoner

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EXPERIENCE

UX Designer

Liberty Mutual

MARCH 2019 - PRESENT

- Cultivates a customer centric approach within Global Risk Solutions - North America to deliver tangible solutions incorporating user feedback and business ideas
- Facilitates user interviews to explore, understand, and advocate for internal and external users based on project needs
- Successes: lead workshop and approach for creating UX research Repository, elevated internal process from confusing to streamlined approach by creating education pieces, built a content hub for external resources, crafted new onboarding communications, modernized Workers' Compensation Guide, and produced 6 videos for a Tech Conference
- Active member of Sustainable Environment Alliance at Liberty

User Experience Design Fellowship

General Assembly

SEPTEMBER 2018 - NOVEMBER 2018

10-week, 400+ hour hands-on intensive working through the different processes of user experience and interactive design including Agile, Lean, and Iterative. Projects included:

- **ASICS Runkeeper App:** Led interactive design sketching, conducted in-depth user interviews to discover running mindsets, goals, and behaviors to increase the first week retention on the app and design new onboarding screens
- **curds&co:** Created an e-commerce section on a local cheese shop through information architecture and card sorting to determine the hierarchy of the site and how best to design the shopping pages. Through user testing additional iterations were made to alleviate any confusion the user faced
- **MLB Ballpark - Fenway:** Built out a new feature on an existing MLB Ballpark app for Fenway Park through user interviews, card sorts, sketching and rapid prototyping to determine how best to solve both personas' problem of finding then ordering concessions and/or merchandise

Content and Social Strategist

OCTOBER 2017 - JANUARY 2019

- Contracted with small business clients in the food and fitness industry: curds&co and Fiteeza
- Crafted brand engagement strategy and monitored interactions across Instagram, Twitter, and Facebook
- Created organic and sponsored content for digital platforms

C Space

Consultant: Consumer Insights & Analytics

OCTOBER 2016 - JANUARY 2018

Associate / Associate Consultant

JANUARY 2014 - OCTOBER 2016

- Enabled clients to make real-time strategic business decisions by distilling user feedback through dynamic research approaches, storytelling, and reporting
- Facilitated and engaged with 2,500+ users daily across multiple client accounts including: Michelin, Enterprise Holdings, and Keds
- Managed in-home product tests with \$1B consumer electronics client for a 100% completion rate

TOOLS

Sketch
Invision
Axure
iMovie
Miro
Toonly
Marvel Pop
Buffer
Exact Target
Wix
Wordpress
Adobe Suite

SKILLS

Affinity Mapping
Facilitating
Personas
Sketching
Storyboarding
Survey Drafting
User Research
User Journeys
Usability Testing
Wireframing

EDUCATION

Emerson College
Masters of Art, M.A.
Global Marketing
Communication &
Advertising

Radford University
Bachelor of Science,
B.S.
Corporate
Communication,
Marketing Minor

MOTIVATORS

2018 Boston Marathoner
Btone Fitness Instructor
Stride for Stride Charity
Board Member