BRIANNA BAEHL

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EDUCATION

Purdue University, West Lafayette, IN
Bachelor of Science in Visual Effects Compositing, Minor in Organizational Leadership (May 2024)   GPA 3.79 / 4.00
Master of Science in User Experience and Design (May 2026)   GPA 3.77 / 4.00
Recognitions: Purdue University Dean's List (2020 – 2024), Purdue Presidential Scholarship (2020 – 2024)

SKILLS

- Graphics software experience with Figma, Autodesk Maya, Illustrator, Houdini
- Editing software experience with Adobe After Effects, Premiere Pro, DaVinci Resolve, Fusion
- General experience in project management, leadership, collaboration, communication, teamwork

JOB EXPERIENCE

UX / UI Marketing Intern – **SDI Innovations**, Lafayette, IN   May 2025 – Current
- Created mockups and prototypes in Figma for various websites and emails used by SDI's brands
- Researched and iterated websites and emails to improve aesthetics and user friendliness

Video Production Marketing Intern – **SDI Innovations**, Lafayette, IN   May 2024 – April 2025
- Filmed educational videos for SDI Innovations' marketing department
- Edited videos using Adobe Premiere Pro and After Effects

Student Worker – **Purdue Polytechnic Office of Recruitment and Retention**, West Lafayette, IN   May 2023 – August 2023
- Assisted the Office of Recruitment, Retention, and Diversity with events and lead tours for current and prospective students
- Managed office duties such as completing budgets, taking calls, and organizing data

Walt Disney World – **Disney College Program**, Orlando, FL   May 2022 – August 2022
- Operated and managed quick service locations at EPCOT

PROJECT EXPERIENCE

School Datebooks Figma Mockups   May 2025 – Current
- Designed user-focused Figma mockups for SDI Graphics, School Datebooks, Ag Printers, and STEM Education Works, enhancing user usability and visual appeal

Study Abroad Collaboration Project   May 2025
- Collaborated with Northumbria University in England to create high-fidelity prototypes for a sleep diary app
- Delivered designs that are actively used to inform real-world product development

SDB+ Educational Videos Project   May 2024 – December 2024
- Edited short educational videos in Premiere Pro and After Effects
- Produced over 30 videos published on SDI Innovation's various educational platforms

Senior Design Project   August 2023 – May 2024
- Coordinated a multidisciplinary team of students to create an educational game for SDI Innovations
- Utilized project management and artistic skills by planning, assigning tasks, creating assets, and communicating deliverables

LEADERSHIP

Section Leader, Purdue All-American Marching Band   August 2020 – May 2024
- Instructed and organized students in marching fundamentals and musical performance

Gold Award Recipient, Girl Scouts of Central Indiana   August 2008 – November 2020
- Designed a website to enable high school students to volunteer in the community