

BRIANNA BAEHL

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EDUCATION

Purdue University, West Lafayette, IN

M.S., User Experience and Design, May 2026

GPA 3.85 / 4.00

B.S., Visual Effects Compositing, Minor in Organizational Leadership, May 2024

GPA 3.79 / 4.00

Recognitions: Purdue University Dean's List (2020 – 2024), Purdue Presidential Scholarship (2020 – 2024)

SKILLS

UX / UI: User-centered design, user research, usability testing, wireframing, user flows, interactive prototyping, high-fidelity UI design, responsive web design, style guides, design consistency, A/B testing, Figma, HTML/CSS, AI-assisted prototyping

Design & Media: Adobe Illustrator, Photoshop, Autodesk Maya, After Effects, Premiere Pro, DaVinci Resolve, Microsoft Office

Collaboration: Cross-functional collaboration, stakeholder communication, project coordination, design iteration

JOB EXPERIENCE

UX / UI Marketing Intern – SDI Innovations, Lafayette, IN

May 2024 – July 2026

- Designed user-centered web and email interfaces across SDI's brand portfolio
- Produced wireframes, high-fidelity mockups, interactive Figma prototypes, and reusable visual guides to communicate interface concepts and support consistent brand experiences
- Conducted user research, designed, and iterated website pages and email experiences to strengthen usability and visual consistency to align with business and marketing goals
- Produced and edited additional educational marketing content using Adobe Premiere Pro and After Effects

Student Worker – Purdue Polytechnic Office of Recruitment and Retention, West Lafayette, IN

May 2023 – Aug. 2023

- Supported recruitment events, prospective-student tours, data organization, and administrative operations

Disney College Program – Walt Disney World, Orlando, FL

May 2022 – Aug. 2022

- Operated and managed quick service locations at EPCOT

UX PROJECT EXPERIENCE

SDI Innovations Brand Pages Mockups

Jan. 2026 – July 2026

- Designed high-fidelity Figma prototypes for multiple SDI brand websites, applying user-centered design principles to improve navigation, usability, and visual appeal
- Created interface concepts and scalable visual patterns for brands including STEM Education Works, Ag Printers, and SDI Graphics

EntryNote – Graduate Capstone

Jan. 2026 – May 2026

- Led end-to-end UX/UI design process for a mobile app that helps student musicians monitor audition preparation
- Conducted user research to identify musician needs, pain points, and workflow opportunities, then translated findings into user flows, wireframes, and high-fidelity interactive prototypes

Allegion Internal Application Request Form

Aug. 2025 – Dec. 2025

- Collaborated with Allegion stakeholders to research, test, and prototype improvements to an employee-facing application request form

Northumbria University Study Abroad Project

May 2025

- Collaborated with Northumbria University to design a high-fidelity mobile sleep-diary experience supporting real-world product development and research in older adults

Academic Case Competition Website Prototypes

Aug. 2024 – Dec. 2024

- Partnered with Purdue Information Technology stakeholders to conduct competitive research and testing
- Prototyped high-fidelity mockups for academic case competition experiences