

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 3.80 / 4.00

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

SKILLS

- Graphics software experience with Figma, Canva, Autodesk Maya, Adobe Illustrator, Photoshop, 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 promotional material used by SDI's brands
- Researched and iterated website pages 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 Mockups

January 2026 – Current

- Created Figma prototypes for SDI Innovation's website page School Datebooks, enhancing user usability and visual appeal

EntryNote – Masters Degree Capstone Project

January 2026 – May 2026

- Developed mobile app prototypes for student musicians to track their music audition progress
- Researched user interactions, ideated solutions, and created high-fidelity mockups

Allegion Internal Application Request Form Mockups

August 2025 – December 2025

- Worked with a team of Purdue students in collaboration with Allegion to research, test, and create solutions for their internal application request form used by employees

School Datebooks Figma Mockups

May 2025 – August 2025

- Designed Figma mockups for SDI Innovation's website page School Datebooks, 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 mobile app
- Delivered designs that are actively used to inform real-world product development and research

Academic Case Competition Website Mockups

August 2024 – December 2024

- Coordinated with a team of Purdue students and Purdue Information Technology Department to research, test, and create solutions for students seeking and registering for academic case competitions

SDB+ Educational Videos Project

May 2024 – December 2024

- Edited 30+ short educational videos in Premiere Pro and After Effects published on SDI Innovation's educational platforms

Undergraduate 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 their community