

Brianna M. Goebel

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Passionate and strategic designer with a diverse skill set and fresh perspective, blending a Master's degree in Service Design with a Bachelor's degree in French and UX Design. Extensive background serving the public in the restaurant industry, adept at translating insights into impactful design solutions. Experienced in leading global teams remotely, fostering collaboration and innovation across diverse cultures.

EDUCATION

Master's Degree,

Service Design, Savannah College of Art and Design

Bachelor's Degree

French & UX Design, Western Washington University

CORE COMPETENCIES

- User Experience Design
- Problem Solving
- Communication and Collaboration
- Design Thinking
- Visual Communication
- Prototyping and Wireframing
- Service Design
- UX Research
- Customer Journey Mapping

EDUCATION

Master's Degree, Service Design, Savannah College of Art and Design, Savannah, GA

Bachelor's Degree, French & UX Design, Western Washington University, Bellingham, WA

EXPERIENCE

Project Manager and Research Lead, Stride x SCADPro

JUN 2023 – SEP 2023

Stride, Inc., Contract - Remote

- Led a team of 10 to develop an engaging educational game with AR/VR features, enhancing user experience and critical thinking
- Presented project updates, incorporated feedback for iterative design, managed project timelines effectively and produced detailed design documents for seamless handover to developers
- Prioritized ideas based on user desirability, commercial viability, technological feasibility, and accessibility to develop successful product concepts

Concept & Experience Lead SDN NextGen

JAN 2023 – JUN 2023

Service Design Network Young Talent Board - Remote

- Led a diverse global volunteer team in curating and executing a specialized virtual conference for emerging service design talent, emphasizing attendee and speaker experience
- Fostered collaboration and innovation across geographically dispersed team members
- Utilized digital tools and strategic communication to establish efficient asynchronous work systems, integrating service design and project management principles for optimal project execution

PROJECTS

Cibi | Reducing Consumer Plate Waste

MAR 2023 – NOV 2023

- Conducted comprehensive industry and user research to identify the root causes of food waste, setting the foundation for subsequent service design strategies
- Innovated solutions to reduce food waste in the restaurant industry through strategic communication and diverse incentives to promote behavior change among users

- Explored opportunities to enhance operational efficiency through streamlined processes, integration with current systems and leveraging continuous user feedback to enable data driven insights for enhancement of waste management

Humane Society | Reducing Animal Surrender

JUN 2023 – AUG 2023

- Utilized design research, journey mapping, and data analysis to optimize processes and enhance the overall adoption experience for all stakeholders
- Employed creative ideation strategies and proposed innovative solutions to combat the stigma around asking for help, fostering a culture of support and inclusivity

OTHER SKILLS

- **Proficient in** Adobe Creative Suite, Figma, Canva, Miro, Microsoft Office, Slack, Discord, Motion,
- **Understanding of** HTML, CSS, Visual Studio Code, Midjourney, SmartSheet, Smaply
- **Languages:** English, French
- **15+ Years of Experience** working in the restaurant industry, managing teams, and serving the public in customer facing roles. (Performance under pressure, customer service, empathy, time management)

CERTIFICATES, WORKSHOPS & LICENSES

- TheDome: Project Management Workshop, José Finocchio, 2023
- Sustainability as an Innovation Opportunity, LinkedIn, 2023
- Lextant: Design Research & Insight Translation, Lextant, 2023
- Figma for UX Design, LinkedIn, 2023