

Brianna M. Goebel

Linkedin | BriannaMichelle.com | bmgoebel08@gmail.com | +1(360) 393-1042

PROFILE Passionate designer with a diverse skill set and fresh perspective, combining a strong foundation in service design, UX design and research with over 15 years of experience in the Restaurant industry. Adept in getting to the root cause of an issue and translating insights into design criteria to deliver not only aesthetically pleasing but impactful and value-added solutions.

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

CORE COMPETENCIES

Research Methods: Journey Maps, Service Blueprints, Competitor Analysis, Root Cause Analysis, Affinization

Design Skills: Ideation, Wireframing, Information Architecture, Prototyping, Data Visualization, Graphic Design

Tools: Google Suite, Figma, Adobe CC, Miro, Microsoft Office, Canva, SmartSheet, Motion, Quickbooks

Soft Skills: Leadership, Problem Solving, Storytelling, Teamwork, Creativity, Communication, Adaptability,

Language: English – Native, French – Advanced

EXPERIENCE

Project Manager and Research Lead, Stride x SCADPro

JUN 2023 – SEP 2023

Stride, Inc., Contract - Remote

- Led a 10-member design team to drive the creation of an immersive educational game, leveraging design strategy, research, and leadership to enhance customer satisfaction and gain a competitive edge
- Presented project progress and integrated stakeholder feedback to drive iterative design processes, implementing agile methodologies to incorporate ideas, reduce risk, and enhance market responsiveness within stringent timelines
- Managed project timelines and deliverables, ensuring seamless execution through effective communication and collaboration among team members and clients
- Guided the design and development of an innovative game with augmented reality (AR) features, contributing to the transformation of education while showcasing expertise in leadership, design research, and service design, and anticipating adaptability for future growth

Concept & Experience Lead SDN NextGen

JAN 2023 – JUN 2023

Service Design Network, Young Talent Board - Remote

- Led a global volunteer team to create and deliver a customized virtual conference for emerging talent in service design, primarily focusing on conceptualizing the conference and enhancing the overall experience for attendees and speakers
- Worked closely with various teams, preparing and sharing progress reports for weekly meetings, maintaining effective communication and gathering stakeholder input and feedback
- Assisted in the planning and facilitation of co-creation workshops aimed at generating, developing, and prioritizing features for the conference, ensuring the active involvement of participants in shaping the event
- Leveraged digital tools to establish asynchronous communication and a systematic work process for our global team, spanning multiple time zones

CERTIFICATES & LICENSES

Lextant: Design Research & Insight Translation, Lextant, 2023