

BRIA HALL

PRODUCT DESIGNER | UX DESIGNER | SENIOR-LEVEL UX EXPERIENCE

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CAREER SUMMARY

Product Designer with 5 years of professional experience leading end-to-end UX design for enterprise SaaS, financial services, and legal technology platforms, plus 4+ years of technical IT background spanning software engineering and data analysis. Brings senior-level ability to translating complex, compliance-driven business requirements into intuitive, accessible digital experiences, from mobile-first design systems to emerging AI-driven conversational interfaces. Known for partnering closely with engineering, product, and business stakeholders to deliver solutions that hold up under real-world regulatory and operational constraints.

SKILLS

Agile – Figma – Digital Design – Prototyping – Interaction Design – Wireframing – Mobile Application Design – SQL – HTML – CSS
Jira – Accessibility – Adobe Creative Cloud – Design Systems – Collaboration – Adaptability – Time Management – Empathy – Research

PROFESSIONAL EXPERIENCE

USER EXPERIENCE DESIGNER

April 2025 – June 2026

Intapp Inc. / Remote

- Entrusted with revamping a flagship enterprise B2B SaaS relationship intelligence mobile application, aligning the experience with a new design system and mobile UX best practices, resulting in a 30-point increase in NPS.
- Led end-to-end UX design for a legal technology mobile product, translating complex business requirements into intuitive, user-centered experiences.
- Designed mobile experiences for Celeste, a conversational agentic AI platform for professional firms, creating intuitive conversational flows and mobile interactions that helped users efficiently access information and complete tasks through AI.
- Applied conversational UX principles to define interaction patterns, user flows, and states for AI-driven mobile experiences, balancing usability, discoverability, and the limitations of conversational interfaces aimed to reduce task completion time.
- Expanded and contributed to the company's design system by defining mobile-first patterns and components from the ground up, establishing scalable standards that improved consistency, accessibility, and usability across applications.
- Identified an unmet user need through research and interviews, then led 0-to-1 design of a new feature within Intapp's Time product, reducing the volume of unreleased time requiring quarterly and year-end reconciliation and enabling more frequent, accurate time release.
- Created user flows, wireframes, interactive prototypes, and high-fidelity mobile designs in Figma to validate concepts and accelerate product delivery.
- Partnered with product managers, engineers, designers, and researchers to deliver seamless mobile experiences within a broader platform ecosystem, ensuring consistency across interconnected products and services.
- Explored and incorporated emerging AI capabilities (Claude suite & Figma AI) into product experiences where appropriate to improve efficiency, usability, and customer value.
- Presented design recommendations and strategic product direction to cross-functional teams and leadership, incorporating feedback while advocating for the best user experience outcomes.
- Collaborated closely with business stakeholders to define problem statements, establish success metrics, and deliver solutions aligned with customer and business goals.

USER EXPERIENCE DESIGNER

September 2021 – December 2024

Fidelity Investments / Remote

- Designed and optimized responsive interfaces for a regulated financial services workforce management application, applying accessibility and compliance best practices to simplify complex operational workflows for a diverse employee base.
- Led the redesign of an internal financial services application, resulting in a 30% increase in Net Promoter Score (NPS) and earning the team a company award for excellence in delivery.
- Conducted and analyzed user research, including interviews and surveys, to gather insights and inform design decisions.
- Developed wireframes, interactive prototypes, and high-fidelity mockups in Figma, ensuring alignment with the company's design system for consistency and scalability.
- Collaborated with developers, product managers, business analysts, and business stakeholders to deliver employee-facing workforce management solutions that aligned user needs with business objectives and technical constraints.
- Leveraged data analytics tool, Pendo, for user research to track user behavior and feedback, implementing iterative design improvements based on findings.
- Conducted quarterly UX heuristic evaluations and UI audits, identifying usability improvements and ensuring product designs met or exceeded industry standards.
- Utilized and contributed to design systems to ensure consistency, scalability, and a cohesive user experience across platforms.

WORDPRESS WEB DEVELOPER & UX DESIGNER

February 2016 - 2022 (Freelance)

Flaw Lifestyle / Charlotte, NC

- Maintained desktop and mobile design for a fashion eCommerce Wordpress site, collaborating with 1 other designer, utilizing CSS to redesign themes and create responsive web pages.
- Gathered and successfully met business goals for the website by increasing blog views and reducing the number of abandoned carts by 20%, while advocating for the user's needs.
- Executed various visual, interaction, and service design elements utilizing established design systems.
- Created UX wireframes and prototypes using Adobe XD to outline the design for mobile to assist in the development lifecycle.
- Researched the best design trends, techniques, and plug ins to fulfill the requirements of the project.

SYSTEM RELIABILITY & SUPPORT SPECIALIST

February 2021 – July 2021

PNC / Remote

- Monitor, maintain and support systems and software to ensure stability and compliance to technology standards.
- Performs maintenance, including installation of patches and upgrades with an understanding of the production environment and goal of business continuity.

DATA ANALYST

April 2020 – January 2021

Lowe's Companies / Charlotte, NC

- Pulled data sets from various in-house and other source systems, including Mainframe and Oracle.
- Successfully analyzed large amounts of retail operations data for integrity and company compliance of the information.
- Utilized advanced Excel functions and SQL queries to analyze data.

SOFTWARE ENGINEER

June 2018 – June 2019

Duke Energy / Charlotte, NC

- Engineered software automations supporting utility operations, interfacing with heavily trafficked websites and applications.
- Composed SQL queries for relational databases, using all functions and creating views, to access a massive volume of both structured and unstructured data using traditional database and software techniques; Saved the company 1,000+ hours of research while driving operations including, but not limited to, data retrieval and implantation.
- Implemented and followed the Agile methodology and Jira to drive a team of eight (8) and update 20+ business partners on software development processes; Demonstrated a 100% operational success rate additionally driving software development knowledge.

IT INFRASTRUCTURE ANALYST

June 2017 – June 2018

Duke Energy / Charlotte, NC

- Instructed to provide end-user support for leading applications and software, including, but not limited to, Microsoft Outlook, Office 365, and Skype for Business applications; Increased efficiency by 22% in three (3) months.
- Understood and emphasized with users problems and clearly articulated solutions for them.

P R O F E S S I O N A L D E V E L O P M E N T

GOOGLE UX DESIGN

March 2021

Coursera Professional Certification

- Completed projects following the design process: empathize with users, define pain points, ideate solutions, create wireframes and prototypes, test and iterate on designs.
- Applied foundational UX concepts, like user-centered design, accessibility, and equity-focused design.
- Conducted UX research, including planning research studies, conducting interviews and usability studies, and synthesizing research results.

E D U C A T I O N

UX Interaction Design / DesignLab

September 2020

Bachelor of Science in Computer Science / Winston – Salem State University

May 2016