

# BRAXTON HUFF

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Through the design and analysis of a user's experience, my passion is defining and uncovering pain points to launch innovative & engaging user-centered experiences.

## EDUCATION

### Santa Monica College

*Interaction Design, B.S.*

Santa Monica, CA

### Johnson County Community College

*Digital Media Design, A.S.*

Overland Park, KS

## SKILLS

### Design

Self Driven	Solution Oriented
Interaction Design	User Research
Product Thinking	User Testing
UI/UX Design	Product Strategy
Agile SAFe	Prototyping

### Programming

HTML & CSS	Git
JavaScript	Command Line

### Tools

Figma	GitHub
Miro	VS Code
Sketch	Framer
Adobe Suite	Principle
InVision	Pen & Paper

## LEADERSHIP

### Feathrd

Design Mentor • May 2016 – Present

Mentor and support young designers who are new to the design/tech space

### SMC IXD Club

Leading Member • August 2019 – Present

Responsible for defining goals of the IXD club and drawing in new members

### Product Hunt

Community Member of the Year • 2018

Helped facilitate and share new design and tech products on Product Hunt

## WORK EXPERIENCE

### CVS Health – Senior Product Designer

Pharmacy & Retail – Remote • January 2022 – Present

- Enhanced the percentage of conversions on the CVS website and app by 40% through establishing, building, and designing a personalized messaging engine targeting specific actions of CVS customer cohorts.
- Researched and redesigned parts of the pharmacy onboarding flow, ensuring users could easily understand onboarding, utilize settings, and return to the onboarding flow if abandoned.
- Designed a vaccination scheduling banner displayed on the pharmacy dashboard increasing the amount vaccines scheduled at CVS by 15%.

### Punchkick Interactive – Product Designer

B2B & B2C – Remote • July 2021 – December 2021

- Designed solutions to meet client and user needs by utilizing research data while keeping business goals and stakeholder requirements in mind.
- Collaborated with clients, product owners, designers, and developers to create and implement solutions for multiple apps from data gathered.
- Enhanced usability of features in a national sports team's app with over 2,000,000 users by 50%. Ensured the best possible solutions were designed and implemented to meet client, end-user, and business needs.

### Freelance Product Designer

B2B & B2C – Remote • January 2016 – July 2021

- Communicated with clients ranging from startups and independent ventures to understand project scope, budget, timeline, and goals.
- Improved the user experience of the BrainZones and Ask Impulse apps utilizing product thinking and A/B testing to increase engagement by 60%.

## PROJECTS

### Red Bull TV

For a semester-long project, I collaborated with Red Bull implementing personalized onboarding within the Red Bull TV app, enhancing user connection with Red Bull. **Personalized onboarding helped users find content 80% quicker and draw them further into the app.**

### Foreign Ipsum

Using Sketch, VS Code, JavaScript, and GitHub I built a Sketch plugin from end to end, which **helps over 500 designers save time generating text for mockups 18x faster in multiple languages** instead of lorem ipsum.

### Porter

Using Messenger, I created a bot **providing over 500 travelers with WiFi info at airports, helping them save time and stay prepared amid travel.**