

# BRAXTON HUFF

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## SUMMARY

I design and enhance customer experiences by understanding and meeting user needs via strategic product design, user advocacy and team success.

## EXPERIENCE

### Senior Product Designer | CVS Health – Home Page, Retail and Pharmacy

January 2022 - Present · Remote

- Designed and implemented a dynamic vaccine scheduling banner for the CVS Pharmacy dashboard, leading to over 250,000 additional vaccines scheduled at CVS through research, user testing, and cross team collaboration.
- Redesigned the pharmacy onboarding flow for web and mobile to emphasize prescription transfer features, assist users with setup, and allow return to onboarding if abandoned, cutting user drop-off and process abandonment by 50%.
- Designed personalized messaging that guided customer actions, boosting task conversion on the CVS website and app by 40%.

### Product Designer | Punchkick Interactive – B2B and B2C

July 2021 - December 2021 · Remote

- Designed and developed a dashboard for a client's insurance app enabling users to view alerts, contact their insurance adjuster, and access temporary housing options after displacement, boosting app understanding by 60%.
- Enhanced the usability of a national sports team's app by redesigning features, creating new screens, and designing micro-interactions, resulting in significantly improved user engagement and feature understanding for over 2,000,000 users.

### Freelance Product Designer | Multiple Clients – B2B and B2C

July 2016 - July 2021 · Remote

- Redesigned the Ask Impulse app, improving swipe gestures and revealing sections, increasing activity by 60% and entries by 120%.
- Streamlined subject addition and boosted video visibility in the BrainZones desktop app, increasing user understanding by 70%.
- Pioneered the TreatMe app and web dashboard design, enhancing user interaction and understanding, driving a 200% signup increase and a 75% boost in returning user activity.

## EDUCATION

### Bachelor of Science in Interaction Design | Santa Monica College

Santa Monica, CA

### Associate of Science in Digital Media Design | Johnson County Community College

Overland Park, KS

## LEADERSHIP

### Leading Grad | SMC IxD Club

August 2019 – Present

### Design Mentor | Feathrd

August 2020 – Present

## PROJECTS

### Foreign Ipsum

- Developed a Sketch plugin using Sketch, VS Code, JavaScript, and GitHub, enabling over 500 designers to generate multilingual text for mockups 18x faster, significantly reducing reliance on lorem ipsum.

### Porter

- Developed a Messenger bot with a custom back end providing WiFi information to over 500 travelers, streamlining their experience and enhancing travel preparedness across the globe.

## SKILLS

**Design:** Self Driven, Interaction Design, UI/UX Design, Solution Oriented, User Research, User Testing, Product Thinking, Agile SAFe, Product Strategy. **Programming:** HTML, CSS, JavaScript, Git, Command Line, CLI. **Tools:** Figma, Miro, Sketch, Adobe Creative Suite, InVision, VS Code, Framer, Principle, Pen & Paper.