

# Bella Brache

## User Experience Designer

Denver, CO 80033 | 720-320-6845 | bellabrache@gmail.com | [linkedin.com/bellabrache](https://www.linkedin.com/bellabrache) | [bellabrachedesign.com](https://bellabrachedesign.com)

### PROFESSIONAL PROFILE

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As a trained user experience designer most recently designing healthcare solutions, the greatest strength lies in synthesizing research and producing effective visual solutions. Driven by curiosity, empathy, and passion in making the digital world a better, more user-efficient place through design. Known for expertise in crafting intuitive wireframes and sitemaps, seamlessly integrating user research and needs while championing accessibility best practices. This ensures that designs not only meet the specific needs of highly regulated industries and audiences, but also promote inclusivity and empathy in digital experiences.

#### Technical Skills:

- User experience (UX) design
- User interface (UI) design
- User research
- Service design
- Wireframing
- Prototyping
- Usability testing
- Contextual interviews
- Information architecture
- User flows
- Design audit
- Site mapping
- Business analysis
- Heuristic evaluation
- Competitive analysis
- Survey creation
- Persona identification
- Persona creation
- Web design
- Mockups
- Graphic design

#### Software and Design Tools:

- Figma
- Adobe XD
- Sketch
- Adobe Photoshop
- Adobe InDesign
- Hotjar
- Microsoft Office Suite
- Salesforce

### WORK EXPERIENCE

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CARALINE SKIN, Boulder, CO

11/2023 – Present

#### Digital Strategist

- Leading development of a website redesign to improve user experience for new and returning users alike.
- Designed branded graphics and templates to maintain visual coherence across social platforms.
- Tracked hashtag success with data analytics, using insights to refine content strategy for maximum resonance with our audience.
- Crafted a tailored social media strategy at Caraline Skin, aligning content with the preferences and behaviors of the unique target audience

EVERSANA INTOUCH, Kansas City, MO

06/2022 – 11/2023

#### UX Strategist (Remote)

- Collaborated closely with senior UX designers and directors, creative, SEO, CX, content, copy, and development teams to design websites and unique digital experiences for both branded and unbranded pharmaceuticals, operating within the confines of a highly regulated industry while consistently delivering creative and innovative solutions.
- Designed wireframes for new website pages and entirely new sites by initiating the UX portion of the project with user research, competitive reviews, and a comprehensive understanding of drug indications and user profiles. Leveraged design tools and closely collaborated with creative and development teams after handoff to see projects through to launch.
- Executed a variety of internal audits and reviews, encompassing heuristic analysis, competitive analysis, accessibility assessments, and content audits. Presented the materials across internal teams, partner agencies, and clients.
- Strategically developed sitemaps for existing and new websites with a focus on optimizing information accessibility and efficiency.
- Received comprehensive training from a seasoned strategist and accessibility specialist, acquiring a deep understanding of accessibility best practices and integration into UX design.

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COLORADO DEPARTMENT OF LAW, Denver, CO

11/2019 – 02/2022

**Graphic Designer, Digital Strategist**

- Conducted and presented in-depth audience research for the Division of Community Engagement and its five units: Consumer Engagement and Data Services, Grants and Partnerships, Opioid Response, Outreach and Engagement, and Safe2Tell. This research resulted in better understanding within the units of their own audiences as well as how other units' audiences related and connected, strengthening overall understanding of state demographics.
- Created department branding standards that resulted in consistent public materials, strengthening the department's recognition, as well as legal templates and documents, ultimately saving a minimum average of three hours weekly of lawyers' time.
- Redesigned website pages with front-end developers to improve overall usability and priority user needs and allowed constituents to find forms and contact information quicker.

FRONT RANGE SOURCE, Denver, CO

04/2019 – 11/2019

**Social Media Strategist**

- Researched, content sourced, and strategized social media content leading to increased traffic on three key social platforms (X – known as Twitter at the time, LinkedIn, and Facebook).

EMBLEMHEALTH, New York, NY

05/2018 – 04/2019

**Marketing Specialist**

- Worked closely with the CEO to develop and articulate concepts into blog posts, concurrently generating content for various traditional and digital channels such as TV and radio scripts, billboards, phone kiosks, digital ads, and more.
- Managed two creative agencies (Gyro and Merkle) and two internal multicultural marketing teams (Spanish and Chinese) for the state-wide fall open enrollment campaign.
- Researched and presented in-depth user research to the chief marketing officer.

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**PROJECTS AND FREELANCE WORK**

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PB & STEATTLE, CLIENT: SEATTLE BANK, Seattle, WA

07/2022 – 04/2023

**User Interface Designer**

- Designed a new personal line of credit landing page to better educate users and match the new campaign branding.

PB & STEATTLE, CLIENT: SUPRAKEY, Salem, OR

05/2022 – 09/2022

**User Interface Designer**

- Created a new desktop website that implemented best UX and UI practices and existing branding standards for the client, Supra.
- Conducted a total of 22 usability tests between the current site and prototype. The new prototype increased user success by ~50%.

WINNER: INTERNATIONAL AID HACKATHON 2022 (UNLOCKING COMMUNITIES)

05/2022

**Lead UX Designer**

- Designed an app for the nonprofit Unlocking Communities to solve a pressing need for a more sustainable, economical, and functional tool to support their field managers in just 60 hours.
- Collaborated with two back-end developers, one full-stack developer, an assistant UX designer, and a data scientist to build and present the solution to Unlocking Communities, Hackathon judges, and guests.

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**EDUCATION**

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**Bachelor of Arts, cum laude**, Strategic Communications, UNIVERSITY OF DENVER, Denver, CO (2017)

- Triple minor in Business Administration, Socio-Legal Studies, and Spanish.

**User Experience Design Immersive**, GENERAL ASSEMBLY, Remote

- Successfully completed over 500 hours of expert-led instruction in user research, user interface design, ideation, and hands on learning of user experience (UX) fundamentals and the industry's most in demand technologies.