

Brandi Rose

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Senior Product Designer

15+ years designing web and mobile products, including nearly a decade in SaaS across navigation, privacy, and security. I align product teams around user needs, simplify complex workflows, and use research to guide product decisions.

WORK EXPERIENCE

Product Designer & Consultant • Freelancer • 05/2023 - Present

RuRox Media • CA, USA & Den Haag, Netherlands

- Designing an AI-assisted compliance platform for a legal tech startup, defining user workflows and product direction
- Helped three startups refine product strategy through customer research and competitive analysis

Senior UX Designer • Contractor • 09/2023 - 09/2024

Environments for Learning, Inc. • Lake Forest, CA, USA

- Led the redesign of the company's website and growth strategy using customer research
- Established website analytics, defined success metrics, and trained teams to measure performance
- Increased tour sign-ups by 94%, website traffic by 24%, and user acquisition by 19%

International relocation to California • 07/2022 - 04/2023

Career Break

Senior UX Designer • 01/2022 - 06/2022

StartMail BV • Den Haag, Netherlands

- Redesigned onboarding to reduce cancellation requests across sign-up, recovery, setup, and feature discovery
- Designed GDPR-compliant features including data migration and account deletion
- Created design system documentation in Confluence to improve consistency and reduce rework

UX Team Lead • 01/2019 - 12/2021

StartMail BV • Den Haag, Netherlands

- Built and led a multidisciplinary UX team of four designers
- Unified product and marketing through a shared design system and content strategy
- Improved NPS from **24 to 34** and migrated **53%** of legacy users to the new platform within 15 months

UX Designer • 03/2018 - 12/2018

StartMail BV • Den Haag, Netherlands

- Facilitated design sprints that led to Startpage's first browser extension
- Redesigned the payment experience through research and usability testing
- Improved 25 product features across the customer journey

Product Designer • Freelancer • 06/2015 - 02/2018

Mint Chip Media • Den Haag, Netherlands

- Designed websites, digital products, and brand identities for startups and small businesses
- Facilitated workshops, user research, and prototyping to support product development

Visual Designer for Mobile • 04/2011 - 08/2014

TomTom BV • Amsterdam, Netherlands

- Designed launch assets and app UI for iOS and Android products

- Led the redesign of the mobile app icon family across product lines
- Created a global mobile style guide to improve consistency across marketing and product teams

Graphic Designer for Mobile • Contractor • 10/2010 - 03/2011

TomTom BV • Amsterdam, Netherlands

- Designed launch campaigns for iPhone app releases
- Worked with marketing and localization teams to deliver global campaigns

Graphic Designer for Mobile • Internship • 02/2010 - 07/2010

TomTom BV • Amsterdam, Netherlands

- Created marketing assets and iconography for mobile product launches

EDUCATION

MSc in Media Technology • Universiteit Leiden • 11/2016

Focus: Human–Computer Interaction

BA in Art • University of California, Santa Barbara • 07/2007

1 year education abroad in the Netherlands

CERTIFICATIONS

Nielsen Norman Group - UX Certification • 06/2019

Google Analytics Academy - Google Analytics • 11/2017

SKILLS

Languages: English (Native), Dutch B1 (CEFR)

Product Design: Product strategy, UX research, Information architecture, Interaction design, Responsive web & mobile, Design systems

Research & Facilitation: User interviews, Usability testing, Journey mapping, Design sprints, Workshop facilitation, Analytics

AI & Delivery: AI-assisted design workflows, Prompt engineering, Prototyping, Content design, UX writing

Tools: Figma, Claude, ChatGPT, Lovable, Miro, Jira, Confluence

Technical: HTML/CSS, JavaScript