

Brennan Banta

Product Designer

Design leader with 10+ years of experience in successful feature and product launches. Executes independent work with speed and quality while mentoring junior designers. Adept in fostering cross-team collaboration to create solutions in dynamic environments.

Contact

Email

hello@brennanbanta.com

Portfolio

brennanbanta.com

Password by request

LinkedIn

in/brennan-banta

Skills

Design

User interface · User experience · Wireframing · Rapid prototyping · Information architecture · User flows · Style guides · Design systems/libraries · Iconography · Typography

Research

Interviewing · Usability testing · Task analysis · A/B testing · Affinity diagramming · Heuristic evaluation · Benchmark analysis

Tools

Figma · Adobe Suite · Sketch · Procreate · Miro · PostHog · G Suite · Jira · Linear · HTML/CSS

Collaboration

Leadership/mentorship · Design critique · Self starter · Detail oriented · Flexible · Communicative · Organized

Experience

Product Design Lead | Entera

July 2023 — Present

New York, NY

Leading team of designers for real estate investing platform. Facilitate collaborative critiques and testing sessions. Modernized team output and processes by introducing best practices around functional design system. Integral to the launch of new seller platform, increasing company revenue through expanded services. Researched and designed an interactive explore map, enhancing user growth and engagement.

Senior Product Designer | Puzzle

November 2021 — July 2023

San Francisco, CA (Remote from NYC)

Designed accounting software for early stage financial technology startup. Outlined the experience that captures and maintains user engagement, building active user growth. Rebuilt design system in Figma for quicker design-dev handoff cycles.

Product Designer | Lively Video

July 2019 — October 2021

Austin, TX

Researched flows and interfaces for video conferencing solution aimed at connecting high school and college students with their instructors. Conducted user experience research utilizing industry-wide methods and best practices.

Visual Designer | TrueChoice Solutions

July 2016 — May 2019

New York, NY

Communicated directly with clients to plan goals and objectives. Lead cross-functional team to design and implement email campaigns, achieving 20% increased user response rates. Hired and managed team of interns.

Junior Interaction Designer | TrueChoice Solutions

July 2014 — July 2016

New York, NY

Conceptualized interfaces for a variety of brands used to aid business development in sales pitches. Achieved cost-savings by optimizing and documenting design processes and introducing new tools to team workflow.

Education

Bachelor of Science in Emerging Media

Ithaca College

Minor in Web Design & Development

Roy H. Park School of Communications