BRAXTON HUFF

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SUMMARY

I design innovative, user-centered experiences by meeting user needs, advocating for customers, and driving success through strategic product design and team collaboration. With a proven track record across freelance, startup, agency, and Fortune 5 projects, I enable teams and companies to bring impeccable experiences to their customers.

EXPERIENCE

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

January 2022 - October 2024 · Remote

- Designed and implemented a customizable vaccine scheduling feature on the CVS Pharmacy dashboard, resulting in over 250,000 additional vaccine appointments scheduled at CVS stores nationwide.
- Designed and implemented three types of modals in the CVS app, driving a 120,000+ monthly increase in push notification subscribers, 72,000+ users tying their Pharmacy and Retail accounts monthly, and a 239,000+ boost in monthly active users.
- Created targeted "Next Best Actions" through notifications, in-app messages, and built-in cards, resulting in a 76,000+ monthly increase in ExtraCare card links, 50,000+ monthly conversions, and a 200,000+ monthly increase in journey click-through rates.

Product Designer | Punchkick Interactive – B2B and B2C

July 2021 - December 2021 · Remote

- Redesigned features, created new screens, and designed micro-interactions of a national sports team's app, driving a noticeable increase in user engagement and feature understanding for 2,000,000+ users.
- Designed and developed a dashboard for a client's insurance app, allowing users to view alerts, contact their insurance adjuster, and access temporary housing, boosting app understanding by 60%.

Freelance Product Designer | Multiple Clients – B2B and B2C

July 2016 - July 2021 · Remote

- Redesigned the Ask Impulse app, improving swipe gestures and section visibility, leading to a 60% increase in activity and a 120% boost in user entries for competitions and drawings.
- Redesigned the TreatMe app and web dashboards, improving user interaction and understanding of TreatMe's offerings, driving a 202% increase in user signups and a 73% boost in monthly active users.

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 2020 – Present

Design Mentor | Feathrd

August 2019 – Present

PROJECTS

Foreign Ipsum

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

Porter

- Developed a Messenger bot with a custom backend, providing WiFi information to 500+ travelers, streamlining their travel experience, and enhancing global travel preparedness.

SKILLS

Design: Self Driven, Product Design, 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 Target, Adobe Creative Suite, Framer, InVision, Principle, GitHub, Storybook, VS Code, Pen & Paper.