

# August Bruno

Seattle, WA | 253-656-2215 | [Portfolio](#) | [LinkedIn](#)

## PROJECTS

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### Nova Health

May 2024 - Present

#### AI Focused Biotech Startup | Visual Designer, UX Designer

- Collaborates with Nova Health's founders to conduct user and market research on user flows and pain points within Prior Authorization, to identify AI product deliverables aimed at reducing friction in key healthcare processes.
- Designs UI mockups for key screens demonstrating the company's application of a Large Language Model to automate the Prior Authorization process.
- Created preliminary company logo. Actively developing brand identity and marketing artifacts to support the founders' pitch deck to stakeholders during investor fundraising.

### RetroInfinite

Jan. 2024 - Feb. 2024

#### Google UX Design Program | UX Designer

- Designed a hypothetical cross-platform e-commerce app for retro video games. Developed user personas, mapped out user flows, and created a sitemap and wireframes to inform the development of app prototypes.
- Developed a user questionnaire and conducted user interviews to optimize online check-out flow. Introduced highly requested functionality to browse physical retailers' inventory through web interface.
- Remediated design flaws found in direct competitors that affected the user's ability to filter product criteria and effectively discover new products.
- Conducted an unmoderated usability study for mobile and desktop prototypes to test the user flow and site functionality, revealing subsequent improvements to address user needs.

### Immortal Events

Dec. 2023 - Feb. 2024

#### Event Management Startup | Visual Designer

- Designed logo and digital marketing artifacts, including flyers, posters, and social media adverts.
- Developed company's brand identity, ensuring consistency of brand colors, typography, and aesthetic style across all digital and print media.

### FM Ramen

Oct. 2023 - Nov. 2023

#### Google UX Design Program | UX Designer

- Designed a hypothetical mobile food delivery app for a ramen restaurant. Developed user personas, mapped out user flows, conducted a competitive audit, and created wireframes to inform the development of app prototypes.
- Conducted interviews with prospective users to pinpoint their needs and identify pain points observed in competitors, informing the app's design strategy to differentiate it in a saturated market.
- Conducted two unmoderated usability studies and an accompanying Systems Usability Scale for each iteration of the app's prototype. Utilized pattern and insight recognition to organize findings into several actionable items informing design revisions.
- Implemented alt-text for screen readers on images across the app, improving accessibility for prospective users with visual impairments.

## PROFESSIONAL EXPERIENCE

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### Quest Factor Escape Rooms, Seattle

Oct. 2019 - Present

#### Location Manager

- Conducts interviews as primary hiring manager, onboards all new hires, and trains employees across 2 (formerly 3) company sites.
- Increased bookings by 10% and positive customer reviews by 15% by spearheading the integration of the Buzzshot App for escape room waivers, customer team photos, and reviews.
- Actively mentors and supports direct reports in customer-facing service responsibilities, facilitating daily and ad-hoc maintenance of escape room attractions, and promoting growth on targeted KPIs.

## SKILLS and SOFTWARE

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|------------------|----------------------|------------|--------------------------|
| • UX Design      | • Visual Design      | • Figma    | • Adobe Photoshop        |
| • UX Research    | • Interaction Design | • Sketch   | • Adobe Illustrator      |
| • Product Design | • Motion Design      | • Miro     | • Adobe After Effects    |
| • Brand Identity | • HTML and CSS       | • Adobe XD | • Microsoft Office Suite |

## EDUCATION

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### Google UX Design Course Professional Certificate

Sept. 2023 - Mar. 2024

### University of Washington, Seattle BA in Graphic Design

Sept. 2018 - June 2022