

BRIANNA BAEHL

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EDUCATION

Purdue University, West Lafayette, IN May 2026
Bachelor of Science in Visual Effects Compositing, Minor in Organizational Leadership GPA 3.79 / 4.00
Master of Science in User Experience and Design GPA 3.77 / 4.00
Recognitions: Purdue University Dean's List (2020 – 2024), Purdue Presidential Scholarship (2020 – 2024)

SKILLS

- Graphics software experience with Figma, Autodesk Maya, Illustrator, Houdini
- Editing software experience with Adobe After Effects, Premiere Pro, Da Vinci Resolve, Fusion
- General experience in project management, leadership, collaboration, communication, teamwork

JOB EXPERIENCE

UX/UI Marketing Intern - SDI Innovations, Lafayette, IN May 2025 – Current

- Created mockups and prototypes in Figma for various websites and emails used by SDI's brands
- Researched, iterated, and redefined sites and emails to be more aesthetic and user friendly

Video Production Marketing Intern - SDI Innovations, Lafayette, IN May 2024 – April 2025

- Filmed various educational videos for SDI Innovations' marketing department
- Edited educational videos using Adobe Premiere Pro and After Effects

Student Worker - Purdue Polytechnic Office of Recruitment and Retention, West Lafayette, IN May 2023 – August 2023

- Assisted the Office of Recruitment, Retention, and Diversity with events and lead tours for current and prospective students
- Managed office duties such as completing budgets, taking calls, and organizing data

Walt Disney World - Disney College Program, Orlando, FL May 2022 – August 2022

- Operated and managed quick service locations at EPCOT

PROJECT EXPERIENCE

SDI Websites Figma Mockups May 2025 – Current

- Designed mockups in Figma for SDI Graphics, School Datebooks, Ag Printers, STEM Education Works, among others to increase user friendliness and aesthetics

Purdue IT Academic Competition Mockups January 2025 – May 2025

- Researched and developed mockups of a new academic competition platform in semester-long project
- Collaborated with Purdue IT user experience designers for Purdue UX's Experience Studio

Study Abroad Sleep Diary Project May 2025

- Collaborated with Northumbria University in England to create high fidelity prototypes for a sleep diary app

SDB+ Educational Videos Project May 2024 – December 2024

- Edited short educational videos in Premiere Pro and After Effects distributed in textbooks
- Produced over 30 videos published on SDI Innovation's various educational platforms

Senior Design Project August 2023 – May 2024

- Coordinated a multidisciplinary team of students to create an educational game for SDI Innovations
- Utilized project management and artistic skills by planning, assigning tasks, creating assets, and communicating deliverables