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AUBRIE GOONAN

WORK EXPERIENCE

The Borrowed Blossom | Founder & CEO May 2023 - Present

Built and scaled a six-figure floral rental company from the ground up, including all brand, digital, print and creative marketing assets.

Deque (Systems) | Remote, Creative Design Lead - Marketing May 2024 - March 2025

Led the Marketing team through a rebrand with an external agency, creating an upgraded "interim" brand style. Utilized this style to create assets such as social media images, banner ads, infographics, landing pages, event and print materials. Developed processes around design development and efficiency.

Oka: The Carbon Insurance Company | Remote Design Lead May 2023 - March 2024

Served as the lead designer for an innovative insurance concept on a small team. Updated and designed all digital and print marketing assets, as well as website designs.

Neural Magic | Remote UX Lead December 2022 - May 2023

Worked under the Head of UX on improving and innovating the digital interface of a suite of machine learning products, including building a unified design system from scratch.

RoundFeather | Remote Senior Product Designer October 2022 - December 2024

Served as the sole lead designer for multiple clients- providing wireframes, visual design & final prototypes based on complex research. Present designs and strategy to high-level stakeholders. Design website for the Paven app for Meta employees.

CloudZero | Remote UX Lead October 2020 - October 2022

Worked cross-team in "Jobs to be done" framework and contributed to "discovery" project phase through final design stage. Design large amounts of complex data to be organized and intuitive.

Goodpath | Cambridge, MA Head of Design November 2019 - October 2020

Developed style guide for entire site. Work with product team and CPO to find product-market fit based on user research sessions. Supply engineers with pixel-perfect site mocks.

Fidelity Investments | Boston, MA Senior UX Designer July 2019 - November 2019

Worked with an agile team to improve the performance of finance-related interface. Completed course to conduct user research on [usertesting.com](https://www.usertesting.com). Helped create awareness of the importance of design systems. Designed Women in Tech Special Interest Group Logo.

For more design experience beginning in 2013, please see [linkedin.com/in/aubrieg](https://www.linkedin.com/in/aubrieg)

EDUCATION

Rhode Island School of Design | Providence, RI BFA Graphic Design December 2013

Salve Regina University
Newport, RI
Business Minor
September 2009 - May 2011

SKILLS

- Design thinking & strategy development
 - Marketing material design
 - Prototyping
 - User testing
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- Color theory
 - Drawing & sketching
 - Branding
 - Typography
 - Illustration
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- Figma & Sketch
 - Adobe Creative Suite
 - Jira
 - Basic HTML & CSS
 - Microsoft Office Suite

CERTIFICATES

IBM Digital Marketing and Growth Hacking with GenAI Professional Certificate (Coursera/IBM/SkillUp)

Generative AI for Digital Marketing Specialization (Coursera/IBM/SkillUp)