Kenna Branch

619-905-5630 | kennabranch@gmail.com | Portfolio | Linkedin

Education

Arizona State University – Tempe, AZ
Bachelor's Degree in Graphic Information Technology (User Experience)

- Cumulative GPA: 3.8
- Dean's List (2019 to 2023)

Experience

Sony Santa Monica Studios / UI/UX Quality Assurance Department Specialist
October 2025 – Present

- Collaborate directly with UI/UX and Accessibility teams to ensure digital products are implemented according to design intent and user experience standards.
- Act as a bridge between design and QA, documenting issues, validating solutions, and supporting cross-functional communication throughout development.
- Evaluate in-game experiences for usability, accessibility, and visual consistency, helping deliver polished, user-centered products.

Seamgen / UX Design Intern
June 2024 – August 2024

- Developed wireframes, prototypes, and user flows to enhance the user experience of digital products, contributing to a 25% improvement in overall site performance.
- Collaborated with 5+ cross-functional team members, including stakeholders and developers, to deliver design solutions that aligned with business goals and user needs.
- Created and maintained design documentation, including style guides and specifications, ensuring consistency across 10+ digital product features and marketing materials.

Tanbii / UI/UX Design Intern
April 2024 – May 2024

- Led user research within a community of 6,000+ members, using insights to drive creative solutions and enhance engagement for eco-friendly educational games.
- Created high-fidelity mockups and design prototypes based on stakeholder feedback and project needs.
- Iterated on designs based on usability testing and feedback from 20+ users, improving usability and increasing overall user satisfaction by 15%.

Zummi / Product Designer
November 2023 – January 2024

- Designed and implemented 15+ core components for the company's design system, improving visual consistency and usability across the platform for 1,000+ active users.
- Partnered with 5+ stakeholders to refine and implement wireframes and prototypes, aligning design solutions with key business objectives and user needs.
- Demonstrated a growth mindset by actively iterating designs based on feedback and evolving project requirements.

Starbucks / Barista Trainer
April 2012 – October 2025

- Train and mentor 30+ new baristas, refining training methods to enhance knowledge retention and streamline workflows.
- Regularly check orders for accuracy, reducing mistakes and improving overall customer satisfaction while managing up to 100+ orders during peak hours.

Additional Skills & Technologies

Technologies: Figma, Jira, Confluence, UserTesting, Adobe Creative Suite, Microsoft Office, Google Workspace
Skills: Design Systems, Design Documentation, Accessibility Testing, User Flows, Stakeholder Communication, Wireframing, Prototyping, Information Architecture, User Research, Usability Testing, Iterative Design, Journey Mapping