# Summer Botterill

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Portfolio | LinkedIn

## WORK EXPERIENCE

**PRODUCT DESIGNER |** Anheuser-Busch (Contractor) May 2024 - Present

- Designed an internal AI-assisted sales planning platform, replacing blanket objective distribution with account-targeted recommendations. Achieved 100% wholesaler onboarding early against a 20% target, with full-model plans driving up to 2.4x higher rep execution.
- Led a 10-month mixed-methods research initiative as sole researcher across 3 user levels, uncovering hidden tool abandonment and defining roadmap priorities across the field sales cycle.
- Translated research findings into a route overview feature that consolidates survey status, required visit progress, and assigned objectives into one daily view, simplifying how field reps plan their day.
- Designed and shipped native image recognition that replaced a third-party tool and eliminated app-switching for field reps, contributing to the platform's highest-ever NPS (+15 pts YoY).
- Built functional prototypes and shipped design system updates in production code using Cursor, enabling user testing on working features and giving engineers buildable references instead of static handoffs.

**UX/UI DESIGNER |** Najaa (Contract) Dec 2023 - Mar 2024

- Designed and launched new recovery features, including learning modules, connection tools, behavior tracking, and content-blocking, increasing user engagement by 15%.
- Redesigned core mobile flows based on behavioral research and user feedback, improving retention by 10%.

**UX/UI DESIGNER |** Sustainable Trades (Contract) Jun 2023 - Nov 2023

- Establish wireframes and design responsive interfaces for a B2B/B2C eCommerce retail web application by crafting the landing page, design system, and membership dashboards, ensuring adherence to quality assurance protocols.
- Utilize AI to automate web design layout, simplifying formatting and reducing design turnaround time by 30%.

**UX/UI DESIGNER |** Orchid B (Contract) Aug 2022 - Jan 2023

- Redesigned the main dashboard for a B2V Saas financial platform, improving product satisfaction by 15%
- Designed a contractor management feature from 0→1, simplifying a previously fragmented workflow and increasing engagement by 20%.

## SKILLS

**Design:** Product design, Interaction design, Information architecture, Design systems, UX research, Wireframing, Prototyping, Usability Testing, A/B testing, Accessibility (WCAG)
**Tools:** Figma, Figma Make, Storybook, Cursor, Claude Code, Claude Design, Lyssna, Azure DevOps, GitHub, Jira, Confluence, Datadog
**Platforms:** Web applications, iOS & iPadOS, Enterprise & internal tooling, Power Apps
**Methods:** End-to-end product design, JTBD analysis, User interviews, Journey mapping, Sprint methodology, Cross-functional collaboration

## EDUCATION

Design Masterclass, Accessibility for UX/UI Design | Avocademy | View Badge
UX/UI Foundation | Avocademy
Bachelor of Science | Towson University