

BIANCA SMITH

Product Design Lead — Internal Tools
& Platforms

www.justbiancas.com

I design multi-channel brand and marketing experiences that help people understand, trust, and take action. My work spans rebrands, campaigns, lifecycle communications, and internal platforms. Focused on driving adoption, strengthening go-to-market efforts, and supporting long-term growth through clear, scalable systems.

tools & skills

Google Workspace
Smartsheet / Asana
Figma
Adobe Illustrator
Adobe Photoshop
Adobe After Effects

Brand systems & rebrands
CMS Platforms
Workflow Optimization
User-Centered Design
AI tools (Perplexity, CoPilot, etc.)
Google Analytics

experience

Verizon | Communications Specialist Finance Talent Development

2023 - 2024

- Led design and evolution of internal platforms, newsletters, and learning tools supporting 5,300+ employees, translating complex data and programs into intuitive, usable experiences.
- Partnered with product owners, stakeholders, and analytics teams to deliver data-informed design solutions that improved engagement and adoption (69.5% open rate, 14% CTR).
- Designed and maintained scalable systems for internal tools, campaigns, and programs, ensuring consistency across channels and improving delivery efficiency.
- Facilitated alignment and design reviews across cross-functional teams (product, engineering-adjacent partners, L&D, communications) to execute initiatives on tight timelines.

Verizon | Senior Analyst Go-To-Market Systems & Experience

2019 - 2023

- Contributed to the development of Discover Daily, managing a companion internal site and improving how sales teams accessed and interpreted performance data.
- Translated complex datasets into intuitive digital experiences and content structures, driving higher adoption and usability of internal tools.

education

*Bachelors of Science, Digital Arts, **University of Oregon***