

Bianca Smith

Product Design Lead — Internal Tools
& Platforms

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541.808.1591

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**

2023 - 2024

Finance Talent Development

- 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**

2019 - 2023

Go-To-Market Systems & Experience

- 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**