



Brooke Ginnard (she/her)
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EXPERIENCE

Goodreads | Amazon

Product Designer, Discovery + Personalization

JANUARY 2020 - JANUARY 2023

- **Goodreads app for Kindle e-reader devices:** Created a customer-centered vision and prototype; led user research and audits to drive strategy
- **Design systems:** Designed core elements of Goodreads' system, including scalable, accessible typography and iconography systems
- **Discovery and personalization experiences:** Led projects and strategy across the site on desktop and mobile, plus iOS and Android apps
- **UX content standards:** Created guidelines and led a review system to better, consistently integrate UX content design into the product design process

Visual Product Designer

APRIL 2018 - JANUARY 2020

- **North-star Goodreads vision:** Created a prototype presentation that swayed leadership to shift the company roadmap; led design thinking workshops and research analysis; built designs from wireframes to high-fidelity mockups
- **Brand identity system:** Managed a revamp of the Goodreads brand; defined and refined the logo, color palette, imagery guidelines and creative direction
- **Book page redesign:** Led the design of the Goodreads book page as part of a core team focused on creating an evolved, customer-centric product vision

Gap Inc.

Senior Manager, Design + Content Marketing

NOVEMBER 2016 - APRIL 2018

- **Brand identity systems:** Designed logo and style guidelines for Gap Inc. and Aro, partnering with executive leadership teams; managed resources rollout
- **Mobile design:** Proposed investment in (and designed) Gap Inc.'s mobile site

Art Direction Manager, Digital Marketing + Communications

MAY 2015 - NOVEMBER 2016

- **Craft and values storytelling:** Led creative for cross-functional campaigns; identified opportunities for strategic brand storytelling

San Francisco Media Company

Design Director, SFMC and Art Director, SF Bay Guardian

JUNE 2012 - OCTOBER 2014

- **1st place for Cover Design (circ. 50K+):** Association of Alternative Newsmedia

Designer, SF Examiner

OCTOBER 2008 - MAY 2012

- **Design recognition:** Featured in "The Newspaper Designer's Handbook"

EDUCATION

Cal Poly SU, San Luis Obispo

BS: Journalism
Minors: Graphic
Communication,
Spanish

JUNE 2008

SKILLS

Design · product/UX
design · visual design ·
product and brand strategy
· design systems · creative
direction · style guides ·
design thinking · visioning
work + presentations ·
UX research · prototyping ·
UX content design ·
UI graphics

Software · Figma/Figjam ·
Sketch · InVision · Adobe
Creative Suite: Illustrator,
InDesign, Photoshop · Jira ·
Trello · Asana · Google
Suite · Quip · MS Office

Collaboration · organizing
cross-functional workshops
· facilitating design critiques
· leading design sprints ·
communication · leading
through ambiguity

Culture building ·
mentorship · accessibility
advocacy · orientation
leader · DEI programming