Giovanna Briano

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EDUCATION

University of California, Davis *- BA in Design, with Honors, GPA 3.95/4.0* *2019 - 2023*

EXPERIENCE

Founder & Product Designer Nov 2025 - Present
Recall Watch *Healdsburg, CA*

- Founded and shipped an 18-screen iOS app aggregating live FDA and USDA recalls, now at v1.5.0
- Ran five recall-card treatments on what a person can act on at a glance, cutting batch codes and UPC
- Reversed two decisions after testing with five strangers: the feed model and the card layout
- Built a Python and Firebase backend pulling FDA and USDA recalls and pushing matching alerts

Founder & Product Designer Feb - Apr 2026
CurbTime *Healdsburg, CA*

- Founded and shipped a SwiftUI street-parking timer to the App Store in six weeks
- Scoped V1 to hold no city data after competitor reviews showed stale rules causing tickets
- Cut three time inputs, then split entry into duration presets and thirty-minute steps off the sign
- Moved the countdown to a Live Activity and Dynamic Island so the app works without being opened

Freelance Product & Brand Designer Nov 2024 - Feb 2025
Pranassentials Healdsburg, CA

- Won the engagement through cold outreach, built a wellness identity and wrote the site copy
- Redirected the build from Shopify to Squarespace so the founder could maintain it after handoff

Head of Design & Marketing Jun 2022 - Jun 2023
CodeLab *Davis, CA*

- Elected to the board of a student software and design agency, owning brand, social, and outreach
- Built the club's first design system to fix an undirected social presence
- Planned the outreach for a recruitment cycle that drew 600+ applicants, setting channels and timeline

UI/UX Designer Oct - Nov 2022
StarTree | 7-person team *Davis, CA*

- Designed Smart Trigger, an alert tool for monitoring large datasets without writing queries
- Delivered a dashboard and the create, edit, and manage flows in six weeks, handed to client testing

UI/UX Designer Feb - Jun 2022
Aggie Explorer | 7-person team Davis, CA

- Redesigned the dashboard and navigation of a live student course-data platform
- Ran a student survey, a three-platform competitive analysis, and five moderated usability tests
- Prioritized three of four tested failures under deadline, including a page name users misread
- Chose horizontal bar charts over pie so students could compare multiple classes in one view

SKILLS

Skills: Interaction design, design systems, brand identity, information architecture, prototyping, usability testing
Tools: Figma, Illustrator, Webflow, Squarespace, App Store Connect, Notion, GitHub, Cursor, Claude
Languages: English, Spanish (bilingual)