

# Bree Westphal

**Art Direction /  
Interaction /  
Product Design**

Boston, MA

818 488 0499

[breewestphal.com](http://breewestphal.com)

## Education

### RISD

BFA Illustration 2011

## Skills

### UI/UX

ideation

interaction design

information architecture

prototyping

visual design

user research

usability testing

design systems

### Graphic Design

typography

branding

book design

web design

### Art Direction

illustration

artist curation

agency collaboration

art spec writing

concept sketching

stakeholder reviews

feedback writing

image editing

digital media

traditional media

## Experience

### Art and Design Lead / Curriculum Associates

Boston, MA / Aug 2017–Now

I design *i-Ready® Reading*, an award-winning digital learning product serving over 12 million K-8 students across the United States.

Managing a small team of designers and collaborating with researchers, instruction writers, art vendors, developers, and business stakeholders, I build engaging, data-driven, accessible products from end to end and direct for inclusive and age-appropriate content.

**Achievements:** EdTech Cool Tool Award Finalist 2021 | Tech & Learning's Award of Excellence, Remote Learning 2020 | Tech & Learning's Best of Show 2020 | New Product Award (Platinum) 2020 | EdTech Breakthrough Award 2020 | TCEA Best of Show Award 2020 | Tech & Learning's Award of Excellence 2019

### UX Researcher and Designer / Merck & Co.

Boston, MA & Singapore / Aug 2016–Jul 2017

I studied cutting-edge technology to solve global patient care challenges. Working with other designers, ecosystem strategists, and domain experts, I prepared research and designed prototypes to open access to care for millions of patients in developing countries. I also prepared design thinking workshops to encourage innovation at work.

### Product Lead / Singapore University of Technology and Design

Singapore / Nov 2014–Feb 2016

I led a small team to produce *Piece by Piece*, a tablet game for seniors with dementia in Singapore. Partnering with clinical stakeholders and caregiving facilities, I worked with Human Computer Interaction scientists and game developers to build a culturally relevant and accessible play experience that we validated in testing with over 400 Singaporean seniors.

Clinical testing showed 90% of dementia patients found the game engaging, and 75% of seniors and caregivers bonded through play.

**Conferences:** OZCHI 2017 | MobiSys 2016 | EHAASM 2015

## Tools

Balsamiq  
Sketch App  
Principle App  
Figma  
Adobe Xd  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Mural  
Notion  
Squarespace  
HTML/CSS

## Industry Knowledge

Servant Leadership  
Design Strategy  
UX Ideation Methods  
WCAG Accessibility  
Human-Centered Design  
Agile Development  
Game Development  
Print Production Pipeline  
Behavioral Research

## Artist and Designer / Daylight Studios

Singapore / May 2012–Feb 2014

Led UI and interaction design for *Swords of Fate* mobile game.

**Achievements:** Singapore Mark Award 2014 | Straits Times' Best Local Game, 1st Runner-Up 2013

## Freelance Illustrator / Columbia University

New York City, NY / Mar 2011–Jun 2016

I illustrated card art and marketing materials for *EcoChains: Arctic Life*, a game that teaches about fragile polar ecosystems.

**Achievements:** Parents' Choice Approved Award 2017

## Freelance Illustrator / Artisan Creative

Los Angeles, CA / Dec 2014–Apr 2016

I illustrated travel posters for Shanghai Disneyland and made art for MobilityWare's *Block Party Bingo!* mobile game.

## Designer / Six Red Marbles

Boston, MA / Aug 2011–May 2012

Produced page layouts, graphics, and image edits in educational materials for Heinemann, Houghton Mifflin Harcourt, and Massachusetts General Hospital.

## Art & Design Intern / Singapore-MIT GAMBIT Game Lab

Cambridge, MA / Jan–Aug 2011

Led art and design for *A Closed World*, a game exploring LGBTQ themes.

**Achievements:** IndieCade Global Finalist 2012 | PC Gamer's Best PC Game of the Week 2011 | Featured in Gamasutra, Kotaku, Game Developer Magazine, and Siliconera

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