

Bridget McTiernan

UX/ UI Researcher and Designer



[linkedin.com/bridget-mctiernan](https://www.linkedin.com/bridget-mctiernan)



bridgetmctiernan.com



bridgetmctiernan@gmail.com

EDUCATION

Bachelor's of Science in HCI (Human-Computer Interaction)

Sept 2025 - Present

Relevant Coursework: Research Methods for UX, Designing the User Experience, Intro to Web Development

Newark, NJ

New Jersey Institute of Technology

Expected Graduation 2028

Associate of Arts in Liberal Arts | Social Science | Psychology

Graduated Aug 2024

Raritan Valley Community College

Branchburg, NJ

Graduated Magna Cum Laude, Phi Theta Kappa Honor Society

SKILLS

Design & Research: UX/UI Design, User Research, Affinity Diagramming, Diary Studies, Wireframing, Figma, FigJam, Adobe CC, Photoshop, Premiere Pro, Procreate, Graphic Design, Prototyping, Notion

Technical: HTML/CSS (in progress), Python (in progress), Google Workspace, Salesforce, Iterative Prompting, AI Tools, Webflow (in progress)

Core Competencies: Stakeholder Communication, Cross-functional Collaboration, Information Architecture, AI Consulting, Project Coordination

PROJECTS

Student Reading Behaviors: A Diary Study | IS375 Research Methods for UX | Spring 2026

- Analyzed a week-long diary study across 50+ participants, synthesizing 228 entries into affinity diagrams across three dimensions: content, modality, and time of day
- Translated qualitative findings into six actionable UX design principles, including designing for emotional mode, mobile-first engagement, and fragmented session behavior
- Used FigJam to organize and iteratively re-categorize ambiguous data while maintaining analytical integrity

Date-A-Log | NJIT Design Jam 2026 | 3rd Place · [View Prototype](#)

- In a 10-hour sprint, conducted user research and co-designed a mobile app helping young adults track and reflect on their dating habits
- Designed core features including partner-linked analytics, emotional trend tracking, a shared photo journal, and a peer advice forum
- Created all original character illustrations for the app, bringing a distinct visual identity to the product
- Delivered a working Figma prototype, placing 3rd among competing teams

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EXPERIENCE

ASAPP Healthcare

Digital Support Services

Nov 2025 - Present

Egg Harbor, NJ

- Leading a full brand redesign including brand kit development, logo design, and website overhaul — translating organizational identity into cohesive visual and UX systems
- Designed and maintained internal and external Google Sites, applying UX principles to information architecture, navigation flows, and content hierarchy
- Serve as in-house AI advisor, bridging non-technical stakeholders and technical systems through practical AI tool implementation and training
- Participated in vendor evaluations, assessing third-party products for usability, organizational fit, and user needs alignment

Mariano Films

Associate Producer

May 2022 - Present

Manville, NJ

- Conducted stakeholder interviews and archival research to shape narrative design across a feature documentary, synthesizing qualitative findings into creative decisions
- Coordinated 25+ production permits, crew logistics, and location scouting, demonstrating end-to-end project management
- Collaborated with a cross-functional team to develop audience-centered distribution strategy; supported editing in Adobe Premiere Pro to optimize viewer engagement

Hunterdon Medical Center

Radiology Records Specialist

Oct 2024 - Sept 2025

Flemington, NJ

- Designed and built two Google Sheets performance dashboards from scratch – a stroke response time tracker and a critical result turnaround tracker, adopted by management for executive-level reporting
- Retrieved and released imaging studies from EMR/PACS systems; maintained HIPAA-compliant release logs across complex, high-stakes digital workflows
- Adapted communication style across audiences: physicians, patients, and coworkers, tailoring clarity and tone to each context
- Authored a department training guide for critical result workflows, standardizing processes and onboarding new staff