

# \* **Brie Nestler**

mini portfolio



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# ABOUT

*who am i?*

## **Hi, I'm Brie Nestler!**

I work as a professional designer and sociological researcher. I specialize in complex systems, interactions, and strategy implementation. I also dye my hair a lot and like cats.



**2012 USF**

BA Sociology

**2012 BUILD A BEAR**

Assistant Store Manager

*what i have done*

## **Experience Highlights**

Taught the Service Design Summer Seminars at SCAD for 3 years to high school seniors.

Led teams of up to 25 people in various industries and as part of SCADpro design collaborations with Google, Facebook, Amazon, and Deloitte.

Designed VOIDX a published AR app through Apple for an artist, Ira Lombardia, exhibit.

### **2015 USF ADMISSIONS**

Enrollment Management Specialist

### **2016 USF ADMISSIONS**

Graduate Coordinator

### **2022 SCAD**

MFA Service Design

### **2023 FREELANCE**

Designer & Producer

# WORK

## \* DMV System

Led team to transform the Department of Motor Vehicle's processes and interactions.



*what's up with the DMV?*

## **Not many love going to the DMV**

Redesigned information architecture prioritizing navigation hierarchy, wait and process transparency progress bars, personalized dashboard interactions, and digital educational resources.

*This project's research, results and designs are NDA protected through Deloitte Global US and SCADpro collaborations.*



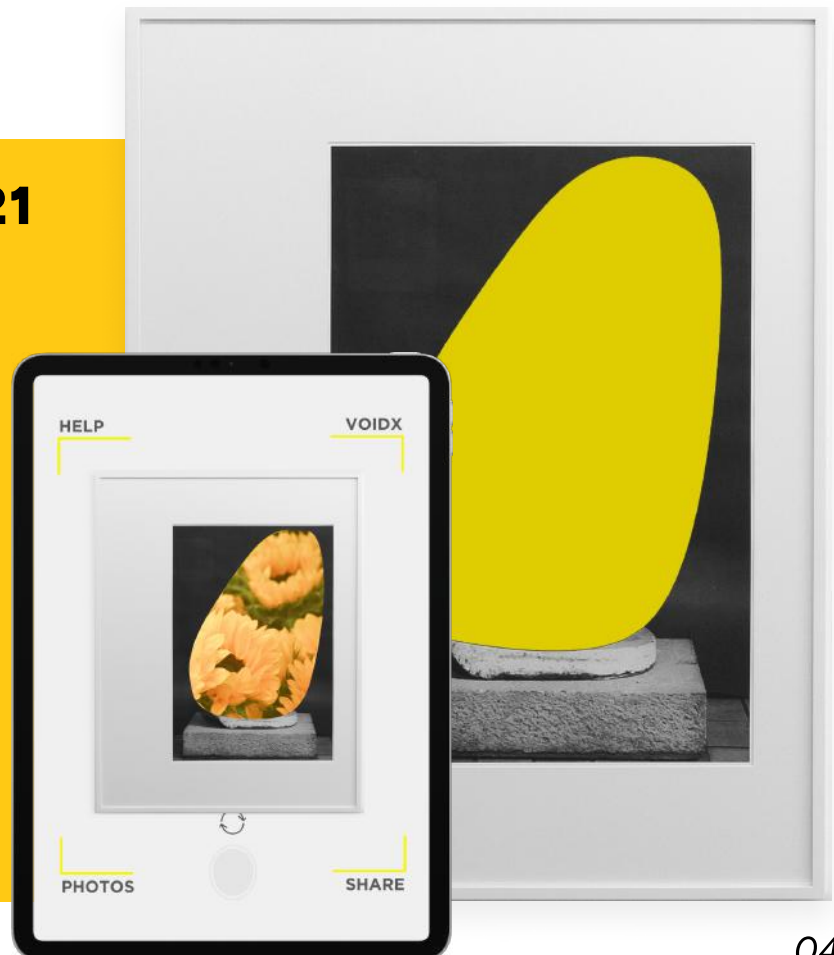
# \* **VOIDX AR**

Prototyped interactions and created UI for an Augmented Reality app.

## **VOID EXHIBIT 2021**

By Ira Lombardia

- ◆ Digital extension of gallery exhibit
- ◆ Explored materialism
- ◆ Designed interactions



*how to augment reality?*

## Seamless physical to digital interactions

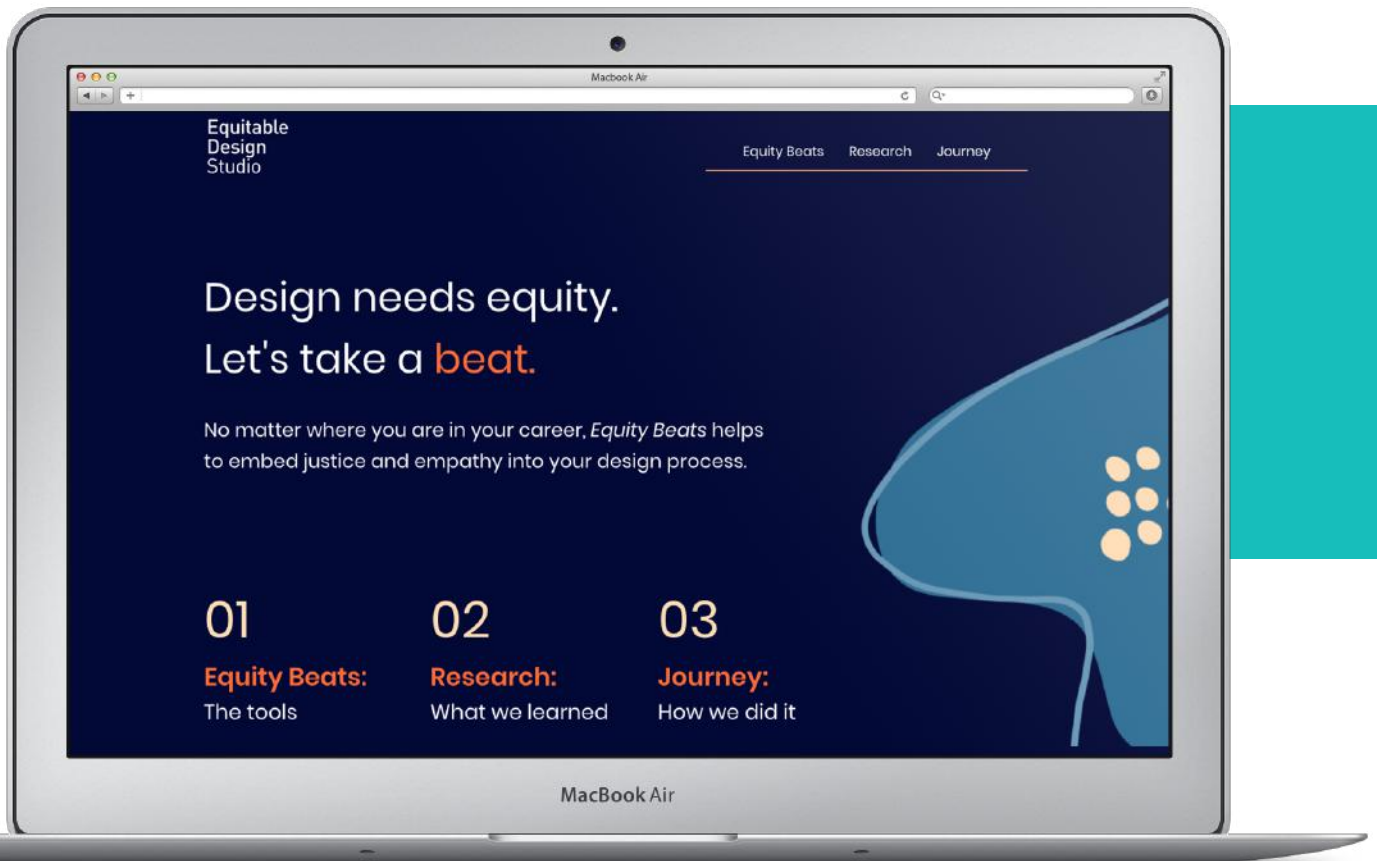
Created a new interface and onboarding process for Ira Lombardia's exhibit. The app was developed and published by Amir Ahmadi. Worked with existing user mental models and behaviors.

*Download VOIDX from the Apple app store, but it's not the same without the VOID from Ira Lombardia.*



# \* Equity Beats

Defined a strategy for equitable design in the technology industry

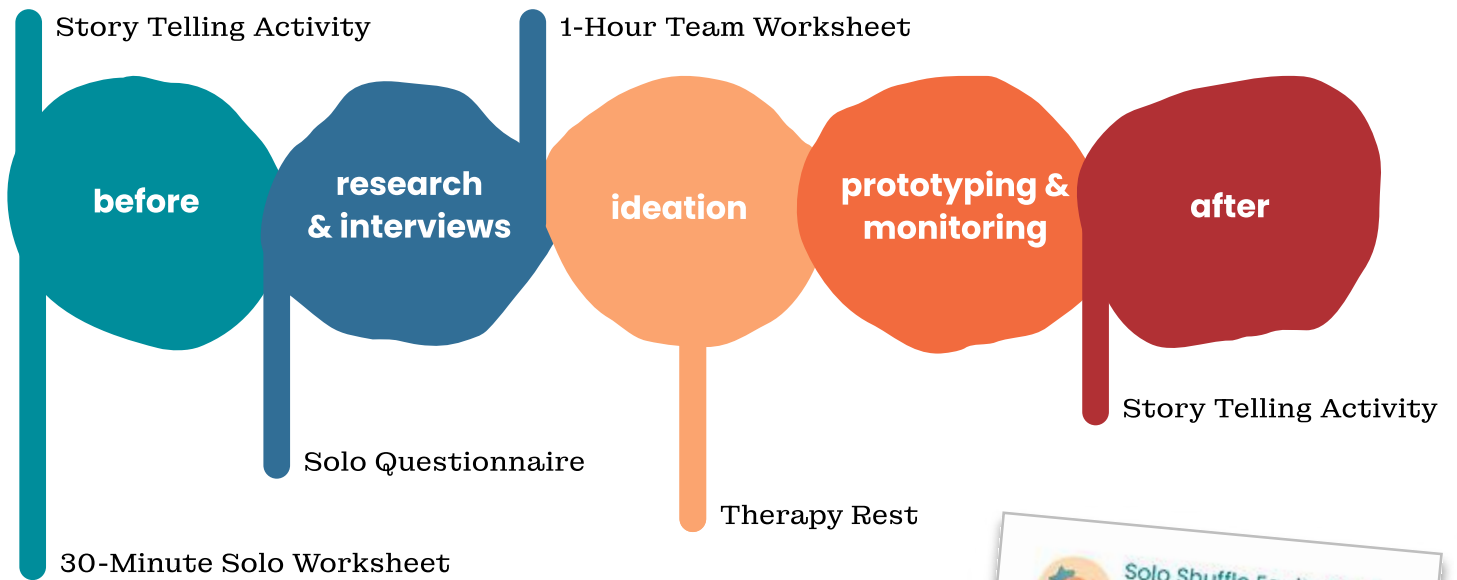




is design equitable?

# Google, Facebook, and Amazon needed help

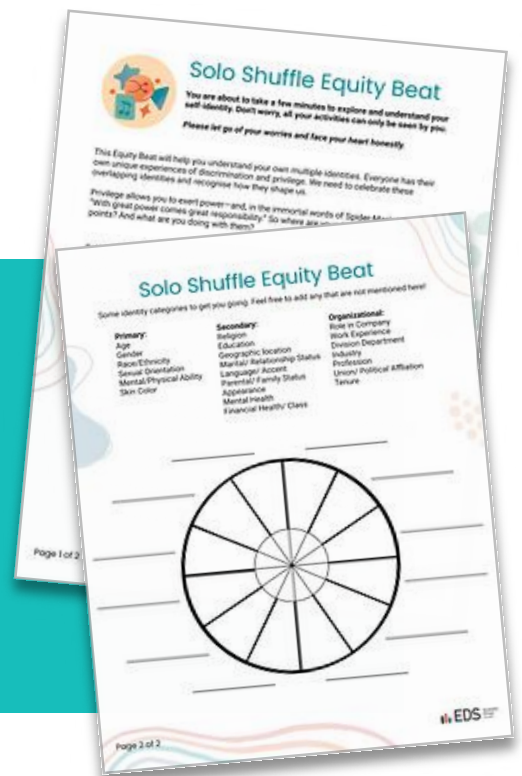
Led team to research the root foundations of inequitable design practices to develop a framework that centered diverse user groups. Prototyped around then tenets of Critical Race Theory.



## EQUITY BEATS SOUND SYSTEM

Making time for equitable design

- ◆ Individual and group activities embedded into existing processes



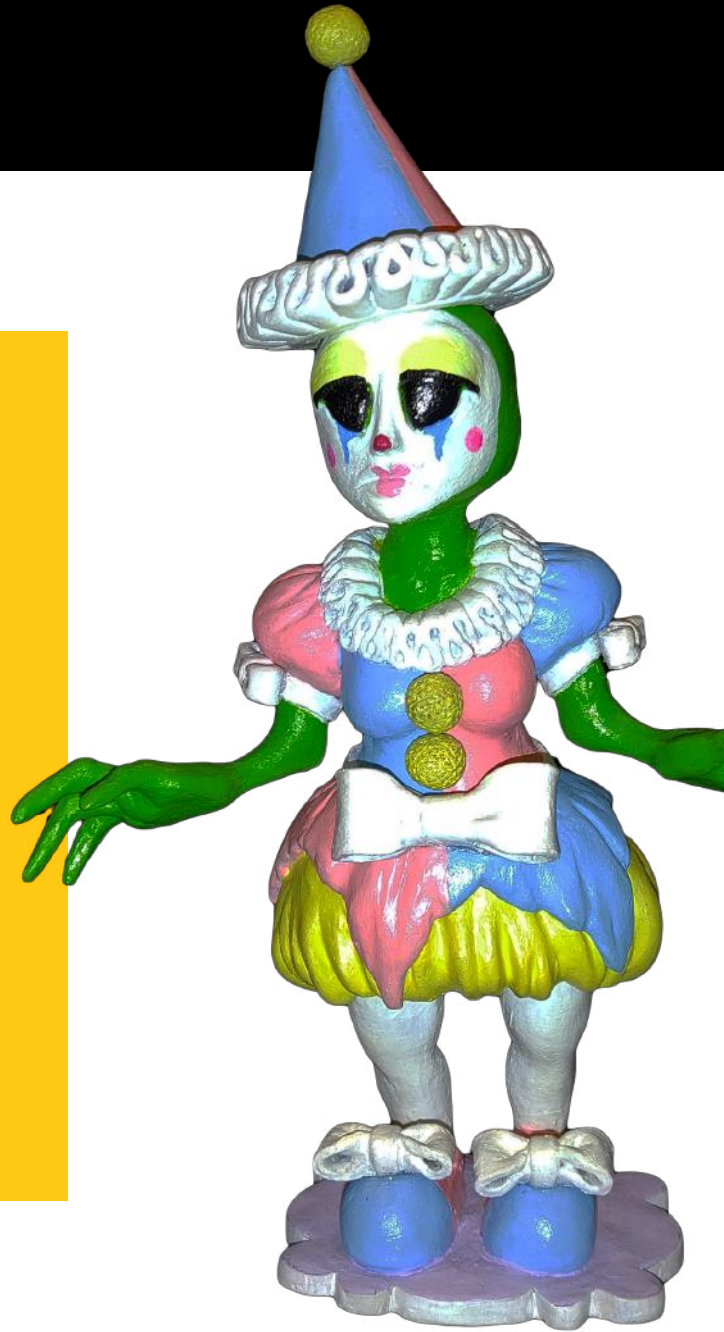
Visit the website and use the Equity Beats Sound System during your designs at [equityscadpro.wixsite.com/my-site-1](http://equityscadpro.wixsite.com/my-site-1)

# PLAY

*what do i do for fun?*

## **Constant creative**

When I'm not designing for a paycheck, I enjoy designing for fun! My brain is constantly active, making connections and innovating. I'm usually working on a theater project, painting, taking photos, or creating graphic art. I also love sculpting these little alien characters.



## **MOON OVER BUFFALO**

Co-Producer

## **SOUND OF MUSIC**

Co-Producer & Stage Manager

## **MEDIUM WELL DONE**

Actor, Evelyn

## **THIS 70'S SHOW**

Producer, Scenic Design

*am i a thespian?*

## All the world's a stage

Recently, I got involved with theater community again after a 10 year hiatus. I love everything about theater from the performances on stage to the behind the scenes creativity and technical prowess.



*At the 2023 Carrollwood Players Theater annual awards I was recognized as one of the favorite volunteers of the year.*



### **LAST SHIRT OFF HIS BACK**

Director - 2023 Carrollwood Players One Act Festival

- ◆ Over the summer of 2023 I had the opportunity to direct Brian McCreight and Taylor Hendershot. Overall, we were voted 3rd place in the festival!

# PROCESS

## **INITIATION**

It all starts with a want or need from someone

## **RESEARCH**

Understanding context and power dynamics

Investigating preferable and projected futures

## **EXPLORATION**

Kind of research part two, but you make more stuff

## **DEVELOPMENT**

Making things happen, solving wants and needs.





## **DESIGN SCRIBBLE**

Creative conundrum

- ◆ Most people avoid situations that involve ambiguity and uncertainty
- ◆ The creative process is naturally ambiguous and uncertain
- ◆ Good designers can guide people through this tension for results

*\* illustration of damien neimann's design scribble*

It is not scientific or democratic, cannot be learned by following an appropriate course of study, and cannot even be equally understood or appreciated by people of similar intellects and levels of education.

*Paula Scher, Graphic Designer*

# THANKS!

## **You read all that?**

Seriously if you made it here, thank you for taking the time to learn about me as a creative.

Email me to collaborate at [briestler@gmail.com](mailto:briestler@gmail.com).

