

MY ABILITY TO CREATE CUTTING-EDGE DIGITAL EXPERIENCES HAS ALLOWED ME TO WORK WITH SOME OF THE MOST RECOGNIZED COMPANIES IN THE WORLD. THIS IS MY RESUME...

AREAS OF
EMPHASIS
FOCUSD EXPERTISE

- Web Usability
- Low Fidelity Prototyping
- Best Practices / UX
- Full Life Cycle Project Management
- Cutting-edge Web Design
- Paid Social Media Campaigns
- Display Advertising
- Digital Marketing
- Creative Direction
- Wordpress CMS

WORK EXPERIENCE
PAST AND PRESENT

Christopher & Banks (3/2018 – 04/2018) *Contract Senior Designer*

- Developed and created the corporate brand standards guide
- Contributed to the creation of various assets around multiple marketing channels
- Partnered with cross-functional leaders on a variety of initiatives to create visual brand hierarchy
- Presented creative direction of work to key team members

Sleep Number Corporation (10/2016 – 2/2018) *Digital Designer (UX Consultant)*

- Created promotional marketing materials for sleepnumber.com and all other social and display channels
- Collaborated with channel owners to help create branded product campaigns based on project objectives and targeted goals
- Increased conversion and sales through paid and social media platforms
- Wireframed and designed layouts in Sketch App as a mockup prototype with the goal of driving consumer traffic
- Executed visual creative across multiple platforms
- Created and/or added to pattern libraries

Collegis Education (04/2014 – 10/2016) *Art Director / Visual UX Designer*

- Increased student enrollment using paid media to drive traffic and website conversions
- Managed and mentored a junior team member
- Maximized ROI by working collaboratively with strategic partners
- Conducted peer reviews and one-on-ones
- Provided best practices, strategic UX / UI thinking and creative execution for the organization and its partners that help to raise the enrollment for a number of client partners
- Worked with cross-functional team members to ensure project deliverables
- Assisted with the hiring of summer interns

BI Worldwide (01/2013 – 03/2013) *Art Director – UX Design Consultant*

- Led the design creation of online eLearning modules for a wide range of diverse clients
- Partnered with the instructional designer and writers to format content for modules
- Implemented UX creative into working prototypes

Lifetime Fitness (01/2013 – 03/2013) *UX Designer Consultant*

- Collaborated with UX design directors and strategic planners for a wide range of internal related projects
- Developed pages for Lifetime's online personal trainer sign-up web app that helps clients more effectively book times with personal trainers
- Led the creation of design patterns and system libraries for MyLT pages

THERE IS MORE...



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WORK EXPERIENCE PAST AND PRESENT

RBA (01/2012 – 01/2013) Interactive Designer

- Ensured accurate delivery of various projects in a timely manner and on budget
- Collaborated with the development team to produce a mobile application for Blue Cross Blue Shield in a sprint agile environment
- Redesigned the company website during an ownership transition so it met the vision of both directors
- Led the design team during project and client pitches for new business
- Mentored the junior team members

row27 Studio (08/2010 – 01/2012) Senior Interactive Designer

- Guided the design direction of client work for over 72 collegiate teams
- Ensured marketing and brand objectives were met by working side-by-side with project managers, developers, and stakeholders
- Managed client expectations in collaboration with the sales and account team
- Increased client acquisition through creative direction for numerous websites
- Mentored the designers and junior designers

EDUCATION SCHOOLING OF DESIGN

Maryland Institute, College of Art: Baltimore, MD

Bachelor of Fine Arts in Graphic Design
Courses included: drawing, painting, advanced design and typography,
John Hopkins University Design Coalition, web design, and digital imaging.

Maryland College of Art and Design: Silver Spring, MD

Associate of Fine Arts Degree, Visual Communication
Courses included: drawing, painting, and communication design.

SOFTWARE EXPERIENCE ITS WHAT YOU KNOW

Mac and PC platform experience includes: Adobe Creative Cloud (Photoshop, Illustrator, Indesign, Experience Design) Sketch App, InVision App, wire-framing (in Sketch App) low fidelity prototyping, general WordPress knowledge. PowerPoint, Word, Excel

RECOGNITION AWARDS AND HONORS

TheDieline.com – Capsule Self-Promotion Chocolate
Effie Award - Silver – Nike Bauer Hockey Site
Print Magazine - Annual Design – Capsule Self-Promotion Chocolate
Communication Arts - Site of the Week – Nike Bauer Hockey Site
Print Magazine - Annual Design – Fire 8 Poetry Book

CLIENT EXPERIENCE BRAND INTERACTION

KODAK / Microsoft / Bauer Hockey / Minnesota Wild / Target Corporation /
United Health Group / Red Wing Shoes / Comcast / Minnesota State Lottery /
Pearson Education / Maryland Institute College of Art / Ameriprise Financial / Honeywell /
Minnesota Timberwolves / Lifetime Fitness / Navistar / AstraZeneca / Sleep Number
Corporation