



Damien Brown

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PROFILE

About Me

I bring over 20 years of digital design and marketing experience. I am passionate about good design and inspired by what it can do for brands, communities, society, and people. I'm a highly self-motivated individual that can work and operate independently as well as collaboratively with a team. I also have great communication, presentation, and leadership skills, and the ability to deliver effective user experiences for both mobile and web. In my free time, I enjoy being active, reading, learning, and spending time with my wife and our dog, Bentley.

Areas Of Focus

Throughout my career, I have developed several user experience and design skill sets that include: wireframing, rapid prototyping, design thinking, user research, user interviews, usability testing, mobile app design (iOS/Android), web app design, website design, product design, user experience (UX) design, and user interface (UI) design.

Certifications

Certified by Udemy: Sketch from A to Z: Become An App Designer, Animating Sketch Files in InVision Studio
Certified by the Interaction Design Foundation (accredited certifications): Information Visualization, Journey Mapping, Conducting Usability Testing, Mobile User Experience Design, The Practical Guide to Usability, User Research – Methods and Best Practices, Gestalt Psychology and Web Design, Creativity: Methods to Design Better Products and Services

Software Technology

Adobe Creative Cloud (Photoshop, Illustrator, Indesign, Experience Design), Figma, Sketch App, InVision Studio, Jira, Confluence, HTML, and general programming working knowledge to collaborate with developers.

Education

The Maryland Institute College of Art - Bachelor of Arts (B.A.), Graphic Design

PROFESSIONAL EXPERIENCE

Senior UX Product Designer

Aug 2022 - Present / Federal Reserve Bank of Minneapolis / Minneapolis, MN

- Analyze user-centered information
- Leads the creation of design artifacts including storyboards sketches sitemaps, scenarios, wireframes, and prototypes that depict the user experience across multiple devices
- Consult with product owners, subject matter experts, and stakeholders to support and understand business and design goals
- Drive the customer design experience from concept through final implementation
- Present design recommendations to team and business partners through presentations, prototypes, or other test interfaces

Senior UX Product Designer

Aug 2021 - July 2022 / BI Worldwide / Edina, MN

- Assists in defining project scope for sprint release during and across the product design cycle
- Works closely with business development, product owners, product engineers, marketing, and other teams
- Establishes and/or improves processes, frameworks, and methodologies for digital product assignments
- Helps prepare for and facilitate Discovery and Strategy sessions
- Plays an advisory role as the user experience subject matter expert for the digital strategy of internal product offerings
- Works collaboratively to synthesize user behavior, analytics, and marketing metrics into effective design solutions

Personal Trainer

Oct 2018 – Aug 2021 / Life Time Fitness / Plymouth, MN

- Conducted fitness consultations for new clients including pre-participation screening
- Developed safe, professional, and comprehensive client programs that drove client goals
- Monitored and instructed clients during personal training sessions
- Promoted and sold personal training programs and services
- Documented all aspects of client programming
- Ensured all members felt competent, confident, and connected by providing superior customer service

UI Designer

May 2018 – Oct 2018 / Lift Brands / Chanhassen, MN

- Defined UI process of customer-facing apps and websites
- Designed the user-interface pattern library for Snap Fitness mobile app
- Designed wireframes and created usability prototypes
- Presented creative direction to team leads and key stakeholders
- Collaborated with developers based on user experience requirements and project objectives

Visual UX Designer (Consultant)

Mar 2018 – Apr 2018 / Christopher and Banks / Plymouth, MN

- 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

Digital Designer (Consultant)

Oct 2016 – Feb 2018 / Sleep Number Corporation / Minneapolis, MN

- Created promotional marketing materials for sleepnumber.com and all other social and display channels
- Collaborated with channel owners to help create product campaigns based on project objectives
- Designed paid display media to increase conversion and sales through social media platforms
- Designed wireframes and the user-interface layouts for mobile and web using UI/UX best practices
- Presented creative direction to team leads and key stakeholders
- Created and/or added to pattern libraries

Art Director

Apr 2014 – Oct 2016 / Collegis Education / Minneapolis, MN

- Helped Increase student enrollment using paid media to drive traffic and website conversions
- Managed and mentored junior team members
- Strategic UI/UX thinking and creative direction for the organization and its partners
- Worked with cross-functional team members to ensure project deliverables
- Conducted team member peer reviews and one-on-ones
- Assisted with the hiring of summer interns