

Sr. Product Designer
Full-Stack Digital Designer

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01. INTRODUCTION

Hey, I'm Brandon Lewis. For over 10 years I've promoted design-first principles through creating end-to-end ui/ux digital products.

As design-first companies increase in outperforming S&P 500 companies my goal is to get the most out of design, being the competitive advantage it is, by increasing brand loyalty and company growth with whomever I work for.

In all of my engagements I've provided elegant user-centered design experiences to delight all stakeholders with an eye on executing user-centric design solutions aimed at achieving company goals. As a full stack designer, focussing on product design, I can help you increase your company's impact by improving how people perceive your brand and in how we grow as a team to better serve others.

02. KNOWLEDGE/SKILLSET

- An on going student and practitioner of Ux/UI for since 2006
- Received Bachelor's Degree in Graphic Design @ VCU
- Deeply Familiar with:** Design Thinking, Lean Design, User-Centered Design, Human-Centered Design, Color Theory, Principles of Design, Mobile-First, Responsive Design, Adaptive Design, Progressive Enhancement
- Industry Processes:** Lean and Agile methodology, Jobs To Be Done, Objective Key Result practices, Effectuation
- Leading and being apart of design teams. Mentoring and building up junior and senior designers to grow healthily as a team and produce quality outcomes for clients and stakeholders.
- Development background:** 8 years of front-end design experience using html and css. Loosely familiar with javascript and php.
- Design Tools include:** Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Sketch, Figma, SketchUp, Pencil & Paper.

03. EXPERIENCE

BLDR - Product Design Agency

Lead Product Designer / UIUX Designer / CoFounder

Core Responsibilities

- Leading Product Design, Ui/Ux Design for client products & brands, for the following: IoT, D&I, Tech, Fin Tech, Health, Retail, Fashion, and more.
- Collaborating with product manager to identify user personas and user stories.
- Oversee design strategy across adaptive or responsive solution.
- Collaborate with programmers and executives to execute product strategy.
- Work closely with lead and jr. developers to build web and mobile applications.
- Lead teams in design workshops.
- Oversee marketing and social media engagement strategy
- Organize strategic planning with executive management, business stakeholders, developers, and designers.
- Collaborate with programmers, photographers, videographers, designers and copywriters to nail down product strategy and end-to-end marketing site, product, or brand vision.
- Responsible for logo development, design systems, wireframing, storyboarding, user-testing, micro-animations concepts & documentation, and low/hi-fi Prototyping

Digital Design Consultant

Product Designer / Interaction Designer & Developer / UI-Ux Designer / Art Director

Core Responsibilities

- UI and UX product strategy for early stage and enterprise businesses.
- Oversee design strategy across multiple interface platforms.
- Collaborate with programmers, photographers, videographers, designers and copywriters to nail down product strategy.
- Organize strategic planning with executive management, business stakeholders, developers, and designers.
- Work closely with lead and jr. developers to build web and phone applications.
- Have been responsible for brand and identity system development, storyboarding, user-testing.
- Oversee marketing and social media engagement strategy.

Creo - Health Gamification App

Product Designer/ Art Director

Core Responsibilities

- UI and UX, Human-Centered Design.
- Collaborating with product manager to identify user personas and user stories.
- Oversee design strategy across multiple interface platforms.
- Collaborate with programmers, executives to execute product strategy.
- Work closely with lead and jr. developers to build web application.

Notch - Data & ML Agency

Product Designer/ Art Director

Core Responsibilities

- UI and UX product strategy.
- Oversee design strategy across multiple interface platforms.
- Collaborate with programmers, executives to execute product strategy.
- Work closely with lead and jr. developers to build web application.
- Align design strategy with company goals and objectives.

Division of Legislative Automated Systems (DLAS)

Lead Interaction Designer, Front-End Developer

Core Responsibilities

- Lead user interface design for the Legislative branch at Virginia General Assembly,
- Research, wireframe, prototyping, visual design, and interaction design.
- Participate in strategy, release, and iteration planning with executive leadership, quality assurance, marketing.
- Work closely with designers and developers to come up with quality solutions for each in-house project.

Scout Predictive - Real Estate App

Product Designer/ Art Director

Core Responsibilities

- UI and UX product strategy.
- Oversee content and design strategy across multiple interface platforms.
- Collaborate with programmers, executives to execute product strategy.
- Work closely with lead and jr. developers to build web application.

Squrrl - Design Feedback App

Product Designer/ Art Director

Core Responsibilities

- Lead product design for B2C product which included: Market Research, Prototyping, Ui/Ux design, interaction design, and mobile strategy
- Oversee qualitative and quantitative user research, including moderated interviews, usability testing, to validate user behavior and inform design strategy
- Using lean, agile methodologies, to quickly iterate product features
- Employ design workshops and hackathons for rapid prototyping and product production
- Establish technical requirements into web-based design solutions
- Engineered, developed, and maintain product frontend architecture using JavaScript, CSS, and HTML.
- Implemented interface and interaction design for multiple platforms.
- Logo Development.

PlanG - Giving App for Philanthropist

Product Designer, Art Director, Front-End Developer

Core Responsibilities

- Product Designer and ui/ux designer for B2B products which included: Research, prototyping, visual design, and interaction design, mobile strategy
- Participate in strategy, release, and iteration planning with executive leadership, quality assurance, marketing
- Use of lean, agile methodologies, such as Kanban and Scrum, to continuously build, test, and iterate product features
- Participated in qualitative and quantitative user research, including moderated interviews,
- A/B tests, and remote usability sessions, to rapidly validate user behavior and inform design strategy.
- Translated technical requirements into web-based design solutions.
- Engineered, developed, and maintained product front-end architecture using JavaScript, CSS, and HTML.

VCU University Relations University in-house Agency

UI Designer / Front-End Developer

Core Responsibilities

- Implemented interface and interaction design for multiple platforms.
- Researched and created wireframes and UI style guides, made flexible prototypes exploring patterns based upon requirements.
- Use of Agile methodology to create websites while administering integrity and a consistent university identity on all pieces respective of audience, purpose, quality, and production cycle.
- Participate in strategy, release, and iteration planning with executive leadership, quality assurance, marketing, users
- Engineered and developed responsive websites and applications
- Ensured product compliance with interface, usability and accessibility guidelines (WAI-WCAG, WAI-ARIA).

Ameronix - Web Design Agency

Lead Designer & Front-End Developer

Core Responsibilities

- Lead UI and UX website strategy for custom business websites
- Managed front-end development of web properties including visual design, accessibility, information architecture, and content strategy.
- Participated in strategic planning with executive management, business stakeholders, and developers.
- Worked closely with lead developer to build custom, cross-browser, websites and applications.
- Researched and implemented new processes and tools to improve the overall user experience of projects.
- Gathered design requirements from business stakeholders.
- Worked closely with business stakeholders to build business identity systems.

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Would love to get to know you and your team.
Email me at thebrandonlewis@gmail.com

