

Randy Browne

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Denver, CO

I am a UX/UI designer with 15 years of visual design experience. I use my experience in the marketing industry to create visual solutions that incorporate user psychology while meeting business objectives. I'm passionate about creating win-win solutions for both the user and business.

Experience

PimsPoints

Freelance UI Designer | 7/2022 – Present

- Completed a mobile application redesign for the Parent Portal within the PimsPoints application.
- Collaborated with user research team to understand users perspective in order to develop a user experience strategy.
- Created user interface designs that align with the user and business goals. Built a design system to be used in future pages.
- Developed gamification rules and system with the design team to increase app engagement.
- Presented revised information architecture map and high fidelity prototypes to stakeholders.
- Prepared Figma files and design system for hand-off to developers.

Cornerstone Publishing Group

Senior Graphic Designer | 5/2011 – Present

Graphic Designer | 12/2007 – 5/2011

- Leading design and layout of marketing materials from ideation through completion for 125 ISP and TV service providers.
- Collaborating in creation of campaign strategy and creative with art director for 200+ advertising campaigns.
- Producing digital and print advertisements. Placements include social media sites like Facebook and Instagram, web banners, newspaper ads, bill inserts, billboards and more.
- Designing B2B marketing collateral including magazines, brochures, newsletters and catalogs.
- Spearheading the graphic design of the turnkey advertising program. Adjusting ad templates to suit client brand standards.
- Constructing web-ready graphics and animated GIFs for email newsletters.
- Managing multiple projects at a time while keeping tight deadlines.
- Maintaining and updating an online publication using WordPress.
- Retouching and color correcting photography.
- Preparing files for pre-press and print production.
- Review and provide design direction for junior designers.
- Coordinating project details with vendors, project managers, copywriters, and other designers.

Freelance Design

Designer | 12/2007 – Present

- Conceptualize and create brand identities including logos, colors, and typography usage.
- Design print and social media marketing collateral to form a cohesive brand presence.
- Maintain and nurture client relationships from the initial consultation through billing.
- Diverse client base in several industries including food services, transportation, and real estate.

Skills

User Interface (UI) Design
User Experience (UX) Design
User Research
User Interviews
Interactive Prototyping
Wireframing / Ideation
User Flows
Usability Testing
Design Thinking

Tools

Figma
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Maze
Optimal Workshop

Education

General Assembly

UX UI Design Immersive

Colorado State

University

Bachelor of Fine Arts