

# Randy Browne

VISUAL DESIGNER | UI UX | PRODUCT DESIGNER

BROWNE.RANDALL@GMAIL.COM | 303-885-1209 | RANDALLBROWNE.COM | DENVER, CO

## EXPERIENCE

### EDUCATION WALKTHROUGH

#### PRODUCT DESIGNER | 2/2023 - PRESENT

- Implemented a comprehensive design system to ensure uniformity and coherence in both mobile and desktop applications.
- Revamped onboarding user flows to enhance user completion rates for initial tasks within the application, streamlining the sign-up process by eliminating extraneous data entry.
- Designed user interface wireframes, user flows, interactions, and designs, for desktop application and mobile interfaces.

### CORNERSTONE GROUP

#### SENIOR GRAPHIC DESIGNER | 12/2007 - PRESENT

- Orchestrated end-to-end design and production of marketing materials for 125 ISP and TV service providers, spanning ideation to delivery.
- Collaborated closely with the Art Director in devising strategic campaign approaches and creative concepts for over 200 advertising campaigns.
- Crafted impactful digital and print advertisements, to be strategically placed on prominent platforms such as Facebook, Instagram, websites, newspapers, bill inserts, and billboards.
- Designed engaging B2B marketing collateral, including magazines, brochures, newsletters, and catalogs, to enhance brand presence.
- Spearheaded the graphic design of a turnkey advertising program, adapting ad templates to align seamlessly with client brand standards.
- Produced web-ready graphics and dynamic animated GIFs for email newsletters, enhancing visual communication.
- Masterfully managed multiple concurrent projects, consistently meeting and exceeding tight deadlines.
- Pioneered the development and upkeep of an online advertising database utilizing WordPress, optimizing workflow efficiency.
- Expertly retouched and meticulously color-corrected photography, ensuring impeccable visual quality.
- Skillfully prepared files for pre-press and print production, ensuring flawless execution.
- Provided mentorship and strategic design guidance to junior designers, fostering growth within the team.
- Coordinated intricate project details with vendors, project managers, copywriters, and fellow designers, ensuring seamless project execution.

### PIMSPPOINTS

#### PRODUCT DESIGNER | 7/2022 - 2/2023

- Led the design of the Parent Portal for the PimsPoints mobile application, improving user engagement and satisfaction.
- Collaborated closely with the user research team to develop a user experience strategy, ensuring alignment with user and business goals.
- Created user interface wireframes, user flows, and designs, implementing a design system for future scalability.

- Developed gamification rules and systems in collaboration with the design team, resulting in a significant increase in app engagement.
- Presented and effectively communicated revised information architecture, high-fidelity prototypes, and interactions to stakeholders.
- Prepared comprehensive Figma files and design systems for seamless hand-off to developers.

## **SELF-EMPLOYED**

### **GRAPHIC DESIGNER | 12/2007 - 12/2022**

- 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.

## **EDUCATION**

Colorado State University - Bachelors of Fine Arts

General Assembly - UX UI Design Immersive

## **SKILLS**

User Interface UI Design, User Experience UX Design, User Research, User Interviews, Interactive Prototyping, Wire-framing / Ideation, User Flows, Usability Testing , Design Thinking, Figma, Adobe Creative Suite