

# WILLIAM MARK BROWN

UX DESIGNER | JOY AMPLIFIER

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Hello!

I am a user experience and product designer. I design with intention and all of my heart.

I have worked in copywriting and editing, marketing for a software company, handled graphic design for a non-profit theater, worked for multiple digital branding and design agencies and currently work for the San Francisco based customer experience agency Hero Digital.

Compassion, an intense love of design and pure drive are what fuel my unstoppable mission to create beautiful and efficient user experiences. My strong critical design thinking and passion for helping people improve their everyday lives has taken me from a career in marketing and visual design to the more human-centric field of user experience. I understand and can empathize with people at all stages of the emotional journey and use my natural ability to read people's emotions in my work with user-oriented design.

I am hungry and driven to continue to make my mark as a user experience and product designer and hope that I can use my dedication towards creating practical and efficient solutions to make a difference in my community and world. I am strong in my desire to help others and am extremely dedicated to finding work that allows me to feel like I am making a difference.

Let me put my dynamic rhythm and passion to work for your team.

# WILLIAM MARK BROWN

## UX DESIGNER | JOY AMPLIFIER

### EXPERIENCE

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#### **Hero Digital | UX Designer** *August 2018-Present*

- Produce wireframes and mid to high fidelity visual designs from scratch and by utilizing enterprise-level design systems.
- Creation and organization of design systems.
- Mapping of user flows and information architecture.
- Building of clickable prototypes for customer usability testing using Flinto and Invision.
- Conduct usability, experience, and competitive/comparative experience audits.
- Plan and lead workshops and client facing presentations.
- Member of Inclusion & diversity taskforce organizing and hosting monthly podcast club, fireside chats with CEO, and national back-to-school supply drive.

#### **Panoply | UX Designer** *Summer 2018*

- Produce wireframes and low to mid fidelity sketches, and mockups.
- Build InVision clickable prototypes for customer usability testing.
- Assist with the creation and handoff of an internal Design System Manager.
- Collaborated on various design projects with the Sr. Visual Designer.

#### **One Less Thing | UX/UI Designer** *Summer 2018*

- Produce wireframes and low to mid fidelity mocks.
- Design and build clickable Interactive prototypes for customer usability and A/B Testing.
- Brand Identity & logo design
- Visual design and branding consulting

#### **Brightwheel via GA | UX/UI Designer** *July 2018*

- Project Managed a team of designers during a 3 week sprint through General Assembly.
- Successfully redesigned Teacher Home Screen to substantially improve the workflows & information displayed for teachers.

#### **Freelance | Visual & Brand Designer** *2014-2018*

- Completed conceptual projects as part of my continued education.
- Designed and integrated print, media, and web assets for small sized retailers, individuals, professional service firms, and non-profit groups.

### CONTACT

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**Phone** 415-260-6475

**Email** hello@williammarkbrown.com

**Website** www.williammarkbrown.com

**Location** San Francisco, California

### SKILLS & TOOLS

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- **User Experience Design (UX)**
- **User Interface Design (UI)**
- **Interaction Design**
- **Product Design**
- **Responsive Design**
- **E-Commerce Design**
- **Design Systems**
- **Mobile Application Design**
- **Wireframing & Prototyping**
- **User Research & Usability Testing**
- **Rapid Creative Ideation**
- **Strategy & Creative Problem Solving**
- **Presentation**
- **Leadership**
- **Sketch**
- **Figma**
- **InVision**
- **Flinto**
- **Keynote / Powerpoint**
- **Adobe Creative Suite (Photoshop, InDesign, Illustrator)**

### EDUCATION

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**UX Design Immersive** *May-July 2018*  
**General Assembly, San Francisco**

Graduated from General Assembly's 10 week User Experience Design Immersive boot camp.