

# Brian Whitson

UX Design & Development Lead

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## OBJECTIVE

I am seeking a challenging position with a growing organization where my experience and creative skills will allow me to continue to produce quality products and grow as a designer and developer. I deliver consistently in fast-paced environments and my ability to quickly grasp concepts and adapt has enabled me to operate successfully in numerous disciplines.

## Experience

### **UX Design Lead, ResearchNow**

February 2012 – Current – Plano, TX

Focusing on user-centered design philosophies to help bridge the gap between the business owners and end users. Using wire framing/visual design tools, HTML5, CSS, and UCD-driven UX guidelines I create interfaces and flows that allow for frustration-free experiences for our clients. ResearchNow manages millions of panelists in 37 countries and offers a full suite of data collection services on several platforms. Some of the projects I've been involved with are ADimension (UX, visual design), STS (responsive HTML development using Bootstrap 3.0), iControl (visual design), MMR (wire-framing and design), and our Panel Excellence project (UX, wire framing, mobile theory, design).

### **Senior Web Designer, FareCompare**

March 2011 – December 2011 – Plano, TX

Senior web designer for FareCompare.com - focused on improving the presence of the brand through web and social media outlets. Was Design Lead on teams that delivered distribution solutions for airlines, travel intermediaries, and travel marketers.

Client list included American Airlines, Expedia, Travelocity, United Airlines, Alaska Airlines, Orbitz, and others. Designed applications for Facebook, Twitter, and mobile devices (iPhone, iPad). Collaborated with social media experts to increase web and traditional media presence. Improvements in mobile apps increased downloads by 13%, email improvements increased returning site traffic by 18% overall, and UI tweaks improved subscriptions by 9%. Worked closely with development team to streamline CSS and HTML. Assisted Q/A department with browser compliance.

### **Senior Web Designer, Pepsico**

August 2010 – March 2011 – Plano, TX

Designed and built internal websites like MyPepsico.com, the Pepsico Photo Gallery, and Pepsico Video Library. Created wireframes and designs for each project as well as helped the developers with CSS and jQuery. Worked with project managers and team leads to meet strict deadlines and stay on target with project demands. Clients included Pepsico and Frito-Lay.

**Visual Design Lead, Match.com**

November 2007 to June 2010 – Dallas, TX

Worked with a team to design and build websites for Match.com and partners such as Microsoft (MSN), Yahoo, Facebook, Myspace, Chemistry.com, Mail.com, Personals.com, etc. Created landing pages, banners, flash movies, emails, and mobile applications. Improved user-experience on the main site, blog, and numerous partner collaboration sites. Was a leader on many projects and worked with Mobile, SEO, and Product teams – including Blackberry and iPhone apps which generated millions in profits by attracting new customers by offering the latest in mobile technology.

**Visual Designer, Verizon**

February 2000 to June 2007 – Irving, TX

Design and development for Retail IT. Created website layouts, logos, and applications. Created Flash movies for website banners and product-launch advertising. Handled maintenance & design for Verizon.com as well as internal websites – such as Verizon eWeb. Duties included working with clients to update graphics and code, as well as streamlining and improving website performance. Contributed on projects such as Verizon Fios, DSL, and Voicewing.

**Creative Director, Realty.com**

October 1998 to January 2000 – Columbia, SC

Managed design department, was responsible for scheduling and supervising team and projects. Was design lead for all Brokerlead and AgentChoice websites and helped develop processes and procedures utilized by the design department. Worked with development team and project management team on large-scale projects, and assisted marketing department with presentations. Handled hiring & salary process for design department.

**Senior Visual Designer, Realty.com**

January 1997 to October 1998 – Columbia, SC

Designed and built website for Realtors. Helped theorize and develop web-based software solutions such as BrokerLead and AgentChoice. Designed and maintained national portal website Realty.com. Coded with HTML, DHTML, Javascript, WYSIWYG editors. Created animation, illustration, and interfaces for numerous clients.

**President, Art Addicts**

1996 to 2000 – Columbia, SC

Owner of Design shop. Specialized in Menus, Logos, Flyers and Murals.

**Visual Designer, Rah-Rah Sales**

1994 to 1996 – Columbia, SC

Designed collegiate sportswear for major universities. Worked with printing department to produce over 1 million garments per season.

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**Education****- BA Graphic Design / Illustration - 1998**

University of South Carolina – Columbia, SC

**- HOW Design Conference – Atlanta, GA 2000****- SXSW Web Design Conference – Austin, TX 2009****- Adobe Authorized HTML5/CSS3 Training - 2013**

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**Skillset**

UX/Wire framing & Theory

Photoshop

Illustrator

Dreamweaver

SublimeText3

Flash

HTML5

CSS3

Bootstrap

Javascript

JQuery

XML

ActionScript

Mobile Application Design