







CHRISTIAN BROWN

UX/UI WEB DESIGNER

UX/UI designer with a background in hospitality and event management, specializing in branding and user experience design. Skilled in optimizing workflows and processes, with a focus on problem-solving and delivering intuitive, user-centered solutions.

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EDUCATION

Front-End Engineer

2023-2024 | Codecademy

300+ hour course using HTML, CSS, Javascript, React and more to develop clean code for interactive websites.

User Interface Design

2022 | Careerfoundry

500+ hours of UX/UI study. Research methods, visual elements and structure.

Music Technology & Recording Degree

2010 | Salford University, UK

1st class honors degree majoring in music technology and sound design.

VOLUNTEERING

Economic Growth Business Incubator

Graphic Design | 2024

Created a brand-consistent, visually engaging 2-page informational flyer for community fundraising initiatives, distilling large datasets into clean graphics and applying strategic layout and color decisions.

SKILLS

Branding/visual design	Prototyping
Competitor analysis	User testing
User personas	Responsive design
User flow	Style guides
Wireframing	Workflow Management

TOOLS

Salesforce	Adobe Photoshop
Figma	Adobe Animate
HTML & CSS	Canva

EXPERIENCE

Email Marketing Specialist

2025-Present | Action Services Group | Philadelphia

- Designed and coded high-performing HTML/CSS email campaigns, managing content, assets, and performance analytics.
- Optimized Salesforce Account Engagement through A/B testing, segmentation, and personalization, increasing open rates, click-throughs, and conversions.
- Rebranded the company newsletter and marketing materials with modern UX/UI, increasing engagement and retention.

UX UI Designer

2025 | CharCharms | Freelance

- Created an interactive, customizable product experience enabling kids to select water-bottle accessories in real time, using UX practices suited for young shoppers.
- Built wireframes, prototypes, and user flows under tight deadlines to support the client's product launch.

Food & Beverage Manager/Brand Designer

2023 - 2024 | Mermaid Oyster Bar | New York City

- Directed a high-performing team of 30, managing logistics and streamlining coordination for large-scale events to ensure seamless execution.
- Spearheaded creative initiatives, including menu design, web design, and in-house graphics, elevating brand consistency and customer engagement.

Graphic Designer/Cellar Operations

2019 - 2023 | Grafted Cellars | San Diego

- Developed logos, promotional materials, and a cohesive line of bottle labels, driving the winery's rebranding.
- Redesigned inventory storage, increasing wine cellar capacity by 50% and creating space for extra seating and events, generating a new revenue stream.