Nathan Tufts Brown

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UX and UI Projects

Easelly | client project | 3 week sprint
Role: Information Architect, IA.
- Facilitated the IA via 2 cards sorting tasks.
- Used a combination of quantitative and qualitative analysis to determine the pain points participants were having in identifying certain infographics.

ABC7 Chicago | conceptual project | 2 week sprint
Role: Lead Researcher
- Led the research process, focusing on the competitive and comparative elements to help reduce weak points in the current design
- Gave the ABC7 redesign a new covid map, based on research, and helped design the mobile pages for that element.

TeeTurtle | conceptual project | 2 week sprint
Role: General Designer
- Restructured the navigation of the website to improve searchability
- Improved design heuristics

Tools

Figma, Adobe XD
Sketch, Invision
Miro, Optimal Sort

Work Experience

Bay Area Media Masters (BAMM)
Design Consultant || February 2020-Present
-Redesigned website
- Currently improving client onboarding

Skills

UX Research
Journey Mapping, Affinity Mapping
Persona Development
User Interviews, User Testing

Alchemist Farms
Operations Assistant || August 2015-August 2017
-Oversaw the day to day operations for the farm
-Maintaining and improving infrastructure
-Helped start a small local family business

Education
B.A. History, Sonoma State University, 2013

Certificates
UXDI, General Assembly, 2020