Devin Brown
Web & Digital Experience

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Work Experience

Web Developer, MUSC School of Nursing
November 2022 - Present
- Spearheaded a comprehensive, data-driven redesign of the College Nursing website, leveraging competitive analysis, web audit, and user data; increasing pageviews by 81% and prospective student applicants by 25%
- Boosted organic search traffic to the College Nursing website by 102%, achieved through strategic improvements in SEO keywords and content optimization (title tags and metadata)
- Facilitate and lead quarterly web meetings with stakeholders and senior leadership to provide updates on key metrics, discuss strategic initiatives, and address opportunities
- Collaborate with Subject Matter Experts (SMEs) to ensure alignment with course objectives and learner outcomes; achieved a 98% improvement in course accessibility through layout redesign and content strategy

Founder & Web Designer, Sweetgrass Creative
August 2022 - Present
Sweetgrass Creative is a boutique studio that specializes in web design, UX strategy, and visual content creation for small businesses.
- Leverage data insight to develop highly tailored and effective web designs that align with the client's vision and objectives
- Develop visual concepts from initial idea generation to final execution, ensuring that designs effectively communicate the client's message and resonate with the target audience

Computer + Digital Technology Teacher, Philip Simmons Middle School
October 2018 - November 2021
Courses taught: Web Development, Robotics, Digital Media, and Yearbook
- Planned and coordinated daily classroom activities, crafting tailored lesson plans in web programming (HTML and CSS) and digital media to meet individual student needs. Utilized appropriate curriculum resources and integrated district standards into instructional activities
- Managed and guided an award-winning yearbook team, reinforcing thematic consistency and goals; structured comprehensive lesson plans to empower students in producing captivating photography and compelling storytelling

Projects

Design System, Web Portfolio
Developed a custom design system to establish a cohesive and professional visual identity for my personal portfolio website.

View Project →

Web Design, Yogi Wellness
Designed a user-friendly website that effectively communicates Yogi Wellness's offerings, engages users, and encourages them to take action.

View Project →

Skills

Design Leadership
Strategic Facilitation
Design Direction & Feedback
Research-based Strategy
Forecasting & Planning

UX Design
User Research
Competitive Analysis
Information Architecture
User Journey Mapping
Personas
Visual Design
Wireframing & Prototyping
Usability Testing

Tools
Figma
Sitecore & WordPress (CMS)
Photoshop
Illustrator
Premiere
InDesign
Project Management: JIRA, Basecamp
Web Analytics: GA4, Siteimprove
Microsoft Office Suite

Programming
HTML
CSS
JavaScript

Education

MS, Human-Computer Interaction
DePaul University

Graduate Certificate, Instructional Design and Technology
University of Maryland (edX)

AS, Computer Programming
Trident Technical College

BS, Business Administration
Winthrop University