Brendan English

Creative Director at Learning Objects, Washington DC

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Relevant Experience

Product Design, UX, and Strategy
9 years

- I've worked on a variety of products and platforms as a creative director, designer (frontend and UX), and developer.
- I've been responsible for user testing features and managing how to transition feedback into feature enhancements.
- I've worked with various team sizes where we have incorporated Scrum and the Agile Development process.

Frontend UI Design
18 years

- I've led the full design lifecycle for dozens of products, applications, and websites.
- I've owned all facets of the creative process as well as selling visions to stakeholders and product owners.
- I've been responsible for conducting user tests and the design evolution based on feedback.

Frontend Development
18 years

- I've been the owner of end-to-end development responsibilities for dozens of websites, applications, and products.
- I've evolved my skillset over the years to include a variety of frontend development languages including HTML, Javascript, PHP, AJAX, jQuery, Actionscript, Angular, React (to name a few).
- I've worked on large development teams to build robust products while utilizing platforms like Jira, Github, Stash, and Trello to manage workloads.

Angular and React JS
4 years

- I've picked-up these languages to better inform design decisions and to adapt to the latest frontend technology for progressive web applications.
- I've owned the full development duties for creating and deploying web applications built around these technologies
- I've also worked on development teams to share the roles and responsibilities of mature products and applications.

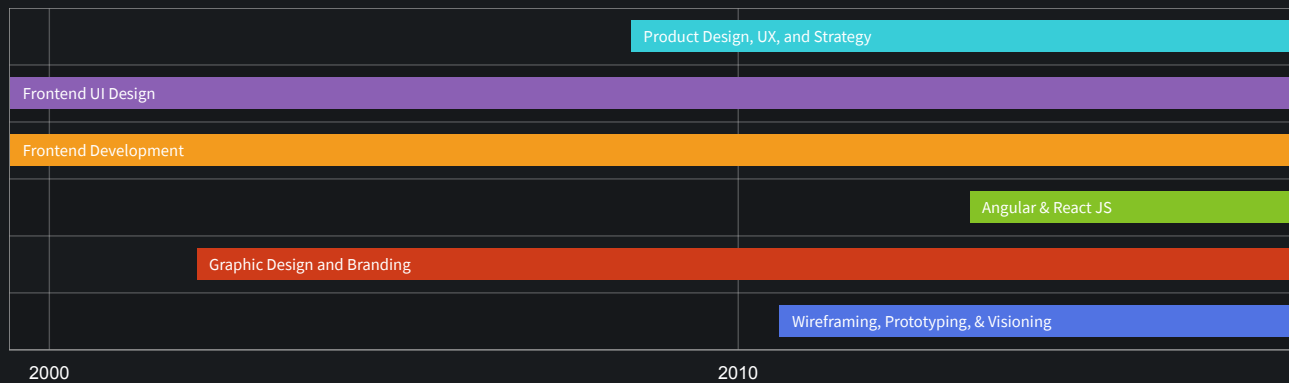## Graphic Design and Branding   15 years

- I've been responsible for creating custom logos and brands and managing all stakeholder feedback and revisions.
- I've designed, implemented, and enforced organizational brand and style guides for large companies.
- I've authored design and UX methodologies to aid in the development and creative direction of products and applications.

Wireframing, Prototyping, and Visioning   7 years

- I've been responsible for the creative vision and direction of an entire line of products and applications.
- I've used tools like Sketch, Photoshop, Balsamiq, and Illustrator to facilitate user testing and selling vision to stakeholders.
- I've created live-code prototypes to more fully user test concepts and detailed interactions and for better hand-off to development teams.

Timeline

Product Design, UX, and Strategy

Frontend UI Design

Frontend Development

Angular & React JS

Graphic Design and Branding

Wireframing, Prototyping, & Visioning

2000   2010

Work History

McLean, VA

Today

Sep 2017

Principal UI/UX Designer (contract)

- Lead designs of features and applications around credit cards for small businesses.
- Conduct empathy research and user testing for banking products and features.
- I work closely with a full cross-disciplinary team to devise research, strategy, and designs that establish the future vision of customer experience.
- Drive projects from research and strategy through detailed wireframe and UI execution.
- Responsible for designing storyboards, user flows, process flows, and experience journey maps.
- I coordinate and conduct Design Jams and synthesize feedback into product design.

LEARNING OBJECTS
A Cengage Company

Washington, DC

Creative Director

Sep 2017 — **May 2013**

- Define and maintain brand with a consistent methodology, aesthetic, and user experience.
- Created the company StyleGuide and Application Design guide to define creative vision and direction.
- Implemented accessibility standards and best practices throughout all product lines and applications.
- Designed and built the company website (www.learningobjects.com) and marketing materials.
- Sell vision and concepts to users, internal teams, and clients.
- Establish creative direction for the entire line of products and services.
- Enforce consistent design quality of products, custom solutions, and marketing materials.
- Oversee all creative output and design high quality, compelling user experiences.
- Lead product vision through conception and testing and maintain market awareness.

blackbaud®

Charleston, SC

Senior Interactive Developer

Apr 2013 — **Jun 2008**

- Led the frontend design strategy and development for the corporate website.
- Responsible for the development and maintenance of multiple corporate web presences which receive a combined average of 357,116 visits per month.
- Winner of the 2008 Innovator of the Year Award for custom Flash applications.
- Implemented a custom, AJAX-driven lead generation system creating 4,380 leads in 2012.
- Assisted with SEO initiatives and best practices for the corporate web strategy.
- Responsible for building custom Javascript / Flash applications with database & CMS integration.
- Developed custom site designs and HTML/CSS/JS/Flash for a variety of nonprofit organizations.
- Responsible for interfacing and developing client relationships.

NEBULA
web designs

Annapolis, MD

Freelance Web Designer

Apr 2012 — **Jun 2002**

- Led and managed all projects and client relationships.
- Designed, built, and maintained an extensive portfolio of websites.
- Created interactive websites and products utilizing the latest web technologies.
- Established brands, logos, prints, and marketing materials.
- Integrated custom designs with Wordpress and other content management systems.
- Built and maintained eCommerce sites and product catalogs.
- Designed and built interactive galleries, blogs, and AJAX-driven content.
- Produced maybe the most amazing Flash site intro ever back in 1999.

Education

B.S., Information Systems and Operations Management

University of North Carolina at Greensboro, May 2008