



Brendan English

Senior Product Design Manager at [Imagine Learning Classroom](#)

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Relevant Experience

Product Design and Strategy

16 years

- Worked on a variety of products and platforms as a design director, creative director, UI/UX designer, and developer.
- Responsible for user testing features and managing how to transition feedback into feature enhancements.
- Worked with various team sizes where we have incorporated Scrum and the Agile Development process.

UI/UX Design

25 years

- Led the full design lifecycle for dozens of products, applications, and websites.
- Owned all facets of the creative process as well as selling visions to stakeholders.
- Responsible for conducting user tests and the design evolution based on feedback.

Frontend Development

25 years

- Owned the end-to-end development responsibilities for dozens of products, websites, and applications.
- Evolved my skillset over the years to include a variety of frontend development languages including HTML, CSS (including SASS, Tailwind), Javascript libraries (React / Vue / Angular), PHP (Wordpress), to name a few.
- Worked on large development teams to build robust products while utilizing platforms like Jira / Confluence, Github, Slack, and Trello to manage workloads and responsibilities.

React / Vue / Angular

11 years

- Developed these languages to better inform design decisions and to adapt to the latest frontend technology for progressive web applications.
- Owned the full development duties for creating and deploying web applications built around these technologies.
- Worked on development teams to share the roles and responsibilities of mature products and applications

Graphic Design and Branding

22 years

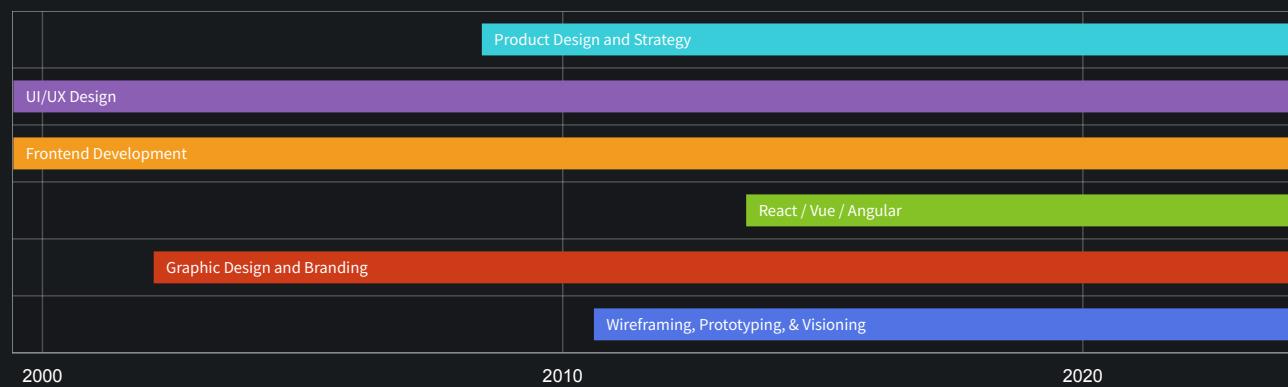
- Responsible for creating custom logos and brands and managing all stakeholder feedback and revisions.
- Designed, implemented, and enforced organizational brand and style guides for large companies.
- Authored design and UX methodologies to aid in the development and creative direction of products and applications.

Wireframing, Prototyping, and Visioning

14 years

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

Timeline



Work History



Washington, DC

Today

Senior Product Design Manager

I lead the design team at Imagine Learning Classroom to build engaging and delightful experiences for K-12 students, teachers, and administrators.

- Manage a team of designers and act as an individual contributor for all features of our learning product.
- Collaborate with stakeholders, product managers, and executives, to align design strategies with overall business goals.
- Led the effort to establish personas, user testing strategy, and UXR functions to help validate product direction.
- Oversee the entire design process, from concept to implementation. Ensure that design solutions meet user needs, business requirements, and industry standards.
- Mentor and develop the skills of team members. Foster a culture of continuous learning and professional growth within the design team.
- Manage the allocation of resources, including budget and personnel, to ensure the team can meet project deadlines and objectives.
- Stay informed about UX design trends and best practices. Ensure that the team is creating user-friendly and intuitive product designs.
- Ensure that design deliverables meet quality standards. Conduct design reviews and assessments to identify areas for improvement.

Nov

2021



Alexandria, VA

Nov

2021

Design Director

- Oversee and contribute to all aspects of design and UX for all core products.
- Design and prototype all product features to establish overall design direction and UX.
- Continuously contribute to the frontend development of products through our core platform and framework.
- Collaborate with our development and support teams to help inform the technical direction of our products.
- Conduct empathy research and user testing for all products and features.
- Helped implement a product framework by establishing design patterns, styling, and design documentation.
- Collaborate with product owners to manage product releases and development efforts.
- Continuously gather feedback from clients and stakeholders to aid in the evolution of product features.
- Communicate product vision and concepts to users, internal teams, and clients.

Feb

2018



McLean, VA

Jan

2018

Sep

2017

Principal UI/UX Designer (contractor)

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



A Cengage Company

Washington, DC

Sep

2017

May

2013

Creative Director

- Defined 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.
- Created and communicated 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.
- Led product vision through conception and testing and maintain market awareness.



Charleston, SC

Apr

2013

Jun

2008

Senior Interactive Developer

- 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.

Apr

2012

Feb

1999

Freelance Web Designer

- 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.

Education



B.S., Information Systems and Operations Management

University of North Carolina at Greensboro, May 2008