

# <brent>lanson

UI/UX Designer &amp; Developer



linkedin.com/in/NerdCowboy



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github.com/NerdCowboy

## experience

**CVS Health** July 2018–Present

UI/UX Designer &amp; Front-end Developer

- Collaboratively design and develop multiple products
- Created onboarding site for all new hires and designers in first month
- Responsible for helping hire new designers
- Creating Angular component library with Storybook

**[24]7.ai** Jan 2015–May 2018

UI/UX Designer &amp; Front-end Developer

- Worked remotely with product teams based out of Sweden & India
- Designed and helped develop React.js SPA web app from scratch
- Solely responsible for the design process including stakeholder/user interviews, mockups, clickable prototypes, user testing, analytics, & monitoring user sessions using FullStory
- Team lead for HTML/JSX & CSS/Sass development

**SyCara Local** Dec 2012–Dec 2014

UI/UX Designer &amp; Front-end Developer

- Designed and helped develop PHP/Angular web app and custom WordPress from scratch in first 10 months
- Responsibilities included stakeholder/user interviews, wireframes, mockups, clickable prototypes, user testing, & analytics
- Additionally responsible for building the email newsletter and creating print materials to support sales & marketing
- Team lead for HTML & CSS/Sass development

**Local Motors** June 2012–Dec 2012

Web Designer

- Responsible for design for WordPress marketing website and Python/Backbone web app
- Responsibilities included doing stakeholder/user interviews, mockups, clickable prototypes, user testing, HTML & CSS/Sass development, & analytics
- Additionally responsible for building the email newsletter and creating print materials to support sales & marketing

**EmpowHER** Mar 2008–Mar 2012

Web Designer

- Started as a junior web designer, but was promoted after a year
- Designed and helped develop Drupal website
- Collaborated with the creative director and mentored a junior designer and multiple interns
- Supported sales & marketing by designing various projects, including print design, presentations, infographics, and email newsletters.
- Became team lead for HTML & CSS/Sass development

**Nerd Cowboy** (freelance) June 2005–Present

UI/UX Designer &amp; Front-end Developer

- Providing all design process, including Visual/UI/UX design, stakeholder/user interviews, brand development, mockups, clickable prototypes, user testing, analytics, email marketing, and front-end development

## education



Sep 2004–Dec 2007

**Minnesota State  
University Moorhead**  
Bachelor of Science in  
Graphic Communications  
Magna Cum Laude

## skills

**Code**

HTML/JSX  
CSS/Sass  
Javascript  
React  
Angular  
jQuery  
Git / GitHub / BitBucket  
WordPress  
Bootstrap / Foundations  
Responsive Web Design

**Design**

UI Design  
UX Design  
UX Research  
User Testing  
Usability  
Photoshop  
Sketch  
Illustrator  
InDesign  
Brand Development  
A/B & Multivariate Testing

**Other**

Social Media  
Marketing  
Scrum/Agile  
SEO  
Emoji  
Cooking