

<brent>lanson

UI/UX Designer & Developer

experience

- ★ **CVS Health** July 2018–Present
UI/UX Designer & 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 & 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/JXS & CSS/Sass development
- ★ **SyCara Local** Dec 2012–Dec 2014
UI/UX Designer & 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 & 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/JXS
 - 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