

<brent>lanson



Leader, problem solver, developer, and designer with over 17 years of experience. I maintain a broad perspective by solving business, organizational, and product problems. I build and maintain systems that increase efficiency such as design systems, code component libraries, onboarding documents/scripts, and standardizing processes. Through user research, competitive analysis, and market research, I can help shape roadmaps by determining the most impactful changes that will meet business KPIs and create a product or service that customers will love.

experience

- ★ **Hearst Magazines** { MAY 2024–PRESENT }
Sr. UX Engineer / Front-end Engineer
 - Designed, developed frontend, and conducted user research for a user segmenting tool within 40 days to replace a 3rd party tool that was suddenly being shut down.
 - Building out an internal code component library to replace a library that evolved without clear architectural and code standards.
 - Leading refactor initiative to enforce code standards by properly configuring linting and type checking, and migrating large portions of the codebase to TypeScript.
- ★ **Blackpoint Cyber** { JAN 2022–MAY-2024 }
UX Lead – Sr. UX Engineer / Front-end Engineer
 - Led UX design and served as a lead frontend developer for a 2-year project that successfully merged two legacy web apps into a modern React web application
 - Named UX lead with responsibility of researching, designing, user testing, frontend development, and interviewing frontend/UI/UX engineering candidates
 - Independently developed an engineer onboarding script and document in my first month, reducing onboarding time from a week to as little as a day
 - Navigated ambiguous requirements and tight deadlines, shaping requirements and collaborating with the team to deliver projects on time
 - Implemented asynchronous processes to streamline communication and feedback across different time zones and countries
- ★ **Tivity Health** { APR 2019–JAN 2022 }
Sr. UX Engineer / Front-end Developer
 - Collaboratively developed and designed multiple React projects for Walmart, meeting tight deadlines and adapting to evolving requirements
 - Independently learned Cypress testing library in order to mentor our QA's transition to automated testing
 - Designed and developed component library to increase flexibility and team efficiency
 - Mentored colleagues in frontend development and UX design
- ★ **Phoenix IxDA** { NOV 2018–MAR 2020 }
Co-organizer
 - Work collaboratively with co-organizers to plan user-experience design focused events
 - Created and delivered a presentation in limited time frame after a speaker dropped out
- ★ **CVS Health** { JULY 2018–APR 2019 }
Sr. UI/UX Designer & Front-end Developer
 - Played a key role as the first UX design hire for a new initiative to modernize legacy apps, leading the hiring and mentoring of UX designers
 - Collaboratively designed and developed across multiple products and teams simultaneously
 - Independently created onboarding site in first month that streamlined the onboarding process for hires across multiple offices
 - Created a custom component library and documented it using Storybook

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 / TypeScript
 - React / React Native
 - Playwright / Cypress
 - Jest / Vitest
 - Contentful / Sanity / Strapi
 - Accessibility
 - Auth0 / Okta
 - Git / GitHub
- 🎨 **Design**
 - UI/UX Design
 - User Research
 - User Testing
 - Competitive Analysis
 - Market Research
 - A/B & Multivariate Testing
 - Analytics
 - Figma/Sketch/XD
 - Photoshop
 - Illustrator
 - InDesign
 - Brand Development
- ✳️ **Other**
 - Leadership
 - Mentorship
 - Marketing
 - SEO
 - Scrum/Agile/XP

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experience

★ [24]7.ai { JAN 2015–MAY 2018 }

UI/UX Designer & Front-end Developer

- Successfully collaborated with globally dispersed teams in Sweden and India, designing and developing a React app
- Responsible for the design process including stakeholder/user interviews, mockups, clickable prototypes, user testing, analytics, and monitoring user recordings
- Team lead for HTML/JSX & CSS development

★ SyCara Local { DEC 2012–DEC 2014 }

UI/UX Designer & Front-end Developer

- Designed and helped develop a new PHP/Angular web app and custom WordPress site within first year
- Responsibilities included stakeholder/user interviews, wireframes, mockups, clickable prototypes, user testing, and analytics
- Team lead for HTML & CSS development

★ Local Motors { JUN 2012–DEC 2012 }

Web Designer

- Responsibilities included facilitating stakeholder/user interviews, mockups, clickable prototypes, user tests, HTML & CSS/Sass development, analytics, email newsletters, and print materials

★ EmpowHER { MAR 2008–MAR 2012 }

Web Designer

- Promoted within first year and became team lead for HTML & CSS development
- Responsibilities included mockups, print design, presentations, infographics, and email newsletters
- Mentored and supervised junior designer and multiple interns

★ Nerd Cowboy (freelance) { JUN 2005–PRESENT }

UX Engineer/Design

- Part-time freelance fullstack development and design services