

<brent>lanson

Sr. UI/UX Designer & Developer

Designing and coding for over 12 years has allowed me to acquire a wide breadth of skills that help bring ideas to life quickly, often without mockups. Through research-driven UI/UX and development best practices, I'm able to create clean, accessible, intuitive, and professionally polished user interfaces. I'm also an active advocate for the local UX community, serving as an event organizer and frequent mentor to colleagues and industry hopefuls.

experience

★ **Tivity Health** { APR: 2019, PRESENT: DAY }

Sr. UI/UX Developer

- Collaboratively developing and designing multiple projects for Walmart as primary front-end developer under tight deadlines and unclear requirements
- Mentoring multiple colleagues in development and design
- Created custom component library to help our team move quickly

★ **Phoenix IxDA** { NOV: 2018, PRESENT: DAY }

(Interaction Design Association)
Co-organizer

- Work collaboratively with other organizers to plan multiple user-experience design focused events
- Created and presented a talk in short time frame after other speakers dropped out of an event
- Currently designing and developing website for organization

★ **CVS Health** { JULY: 2018, APR: 2019 }

Sr. 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 and mentor new designers
- Created 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, and monitoring user sessions using FullStory
- Team lead for HTML/JSS & 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, and analytics
- Additionally responsible for building the email newsletter and creating print materials to support sales and marketing
- Team lead for HTML & CSS/Sass development

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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 / Gatsby
Accessibility
Auth0
Angular
jQuery
Git / GitHub
WordPress
Bootstrap / Foundations
Responsive Web Design

🖌️ **Design**

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

✳️ **Other**

Mentorship
Social Media
Marketing
Scrum/Agile/XP
SEO
Emoji
Cooking

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Sr. UI/UX Designer & Developer

experience continued

★ **Local Motors** { JUN: 2012, DEC: 2012 } Web Designer

- Responsibilities included facilitating stakeholder/user interviews, mockups for marketing website and web app, creating clickable prototypes, conducting user tests, HTML & CSS/Sass development, & analytics, email newsletters, and creating print materials

★ **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) { JUN: 2005, PRESENT: DAY } 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