

# Brandon Dorn

User Experience Design

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## Summary

My name is Brandon Dorn, and I'm a user experience designer. I solve business problems with my mind and my heart, which is to say that I believe the success of any product is determined by how well it fits and serves the people who use it.

I got my start in brand strategy as an account planner at Leo Burnett in Chicago, where I learned that behind every business problem is a fundamental human problem which can only be uncovered by diligent, inventive research. Before that, I studied English Literature and Economics, which taught me how to understand the complexity of micro personal relationships and macro market systems.

I currently work as a UX designer in State Farm's Systems Department, one of the largest of its kind. Teams across the enterprise invite me to help create applications that enable efficient interaction with and perception of complex data. I lead the user research and visual design of these applications, and collaborate with development teams to make them a reality.

My work as a designer is marked by the pursuit of interfaces that gracefully present nuanced information. Although I regularly work on final UI designs, I feel my strengths lie in conducting research, designing information, and prototyping.

## Abilities

### Research

Stakeholder and user interviews, card sorts, questionnaires, technical and product research

### Information architecture

Wireframes, sitemaps, information taxonomy

### Prototyping

Paper, static, and browser prototypes, mockups

### Lean UX and Agile

## Tools

Adobe CC (AI, PS, ID)

Web (HTML5, SASS, jQuery, Bootstrap)

Version control (Git and Subversion)

## Roles

### Present **User Experience Design**

State Farm (Bloomington, IL)

### Jun 2013 **User Experience Design**

TEKsystems for State Farm (Bloomington, IL)

I lead the research and design of products that improve the use of information and modernize development at State Farm.

### Aug 2012 **Technical Writer**

TEKsystems for State Farm (Bloomington, IL)

I planned content strategies and wrote for the State Farm development community.

### Aug 2011 **Brand Strategist**

Leo Burnett (Chicago, IL)

### Jun 2011 **Brand Strategy Intern**

Leo Burnett (Chicago, IL)

I discovered audience insights and market trends to shape the strategy of Fortune 500 advertising campaigns.

## Education

### May 2011 **Bachelor of Arts, English Literature and Economics**

Illinois Wesleyan University, Bloomington IL

*Summa cum laude*

Phi Beta Kappa

Winner of the President's Club Award for Excellence in Writing

Winner of the Memorial Award for Achievement in the Humanities

### 2009 - 2010 **Academic year abroad**

St. Catherine's College, Oxford University  
(Oxford, England)

## Interests

Rock climbing, cycling, gardening, German, sandwiches