

Brandon Dorn

Information Architecture & Interaction Design

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Summary

My name is Brandon Dorn, and I'm a user experience designer focusing on information architecture, interaction design, and user research. 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.

Currently I'm a UX designer at Viget, where I've worked on digital products for clients such as Dick's Sporting Goods, Privia Medical Group, ESPN, and WealthEngine.

I got my start as a brand strategist at Leo Burnett in Chicago, where I learned that behind every business problem is a fundamental human problem that can only be uncovered through 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.

My work as a designer is marked by the pursuit of interfaces that gracefully present nuanced information. My strengths lie in primary user research, developing information architectures, and designing UI systems.

Abilities

Research: stakeholder and user interviews, card sorts, questionnaires, technical and product research

Design: wireframes, sitemaps, information taxonomies, usability consulting

Prototyping: paper, static, and browser prototypes, mockups

Process: Lean UX, iterative development and testing

Tools

Design: Sketch, Omnigraffle, Adobe CC (AI, PS, ID)

Web: HTML5, SASS, JQuery, Bootstrap

Version control: Git, SVN

Roles

(present)
Aug 2015

User Experience Designer
Viget Labs (Durham, NC)

Jun 2013
2 yrs. 3 mos.

User Experience Designer
State Farm (Bloomington, IL)

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

Aug 2012
10 months

Technical Writer
TEKsystems for State Farm
(Bloomington, IL)

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

Aug 2011
1 year

Brand Strategist
Leo Burnett (Chicago, IL)

I discovered audience insights and market trends to shape the strategy of advertising campaigns for Fortune 500 companies such as Fifth Third Bank, Samsung, and P&G.

May 2011
4 months

Brand Strategy Intern
Leo Burnett (Chicago, IL)

Education

May 2011
4 years

Bachelor of Arts, English Literature and Economics
Illinois Wesleyan University
(Bloomington, IL)

2009–2010
1 year

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

Interests

Rock climbing, essays, English football, sandwiches