

# 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 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.

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 understanding 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, organizing information into systems, and prototyping.

## Abilities

### Research

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

### Information architecture

Wireframes, sitemaps, information taxonomy, usability consulting

### 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 Designer**  
Oct 2014  
7 months  
State Farm (Bloomington, IL)

Jun 2013 **User Experience Designer**  
1 yr. 5 mos.  
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**  
10 months  
TEKsystems for State Farm (Bloomington, IL)

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

Aug 2011 **Brand Strategist**  
1 year  
Leo Burnett (Chicago, IL)

May 2011 **Brand Strategy Intern**  
4 months  
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 Procter & Gamble.

## Education

May 2011 **Bachelor of Arts, English Literature and Economics**  
4 years  
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**  
1 year  
St. Catherine's College, Oxford University  
(Oxford, England)

## Interests

Rock climbing, cycling, gardening, German, sandwiches