

PROFILE

I'm a design professional with eight years of marketing experience. I enjoy being able to take data and turning it into a beautiful product custom designed for the users.

KEY ACHIEVEMENTS

- Led the design, development, and management of SpatialKey's website.
- Project managed the design and development Datalogix's website.
- Developed the company logo and brand for Feel the Beat non-profit.

TOOLS

CSS	Illustrator CS
HTML	Photoshop
Git/GitHub	CS
Google	Javascript
Analytics	JQuery
HubSpot	Sketch
Indesign CS	Wordpress

EDUCATION

UX/UI DESIGN PROGRAM

Bloc
A self-driven online bootcamp with a focus on remote collaboration.
May 2017 - May 2018

B.A. COMMUNICATIONS

Minor: Business
Certificate: Public Relations

University of Colorado
2008 - 2012

BRENNAMCKENZIE

User Experience & User Interface Designer

www.brennamckenziedesigns.com

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DESIGN PROJECTS

THE EVENT

A material design app that allows users to easily search, price compare, purchase and sell tickets for local events.
View prototype.

Jot

A web-based organizational product that allows users to easily, collaborate and edit images, notes, and links.
View prototype.

EXPERIENCE

Marketing Manager | SpatialKey

February 2016 - February 2018

- Increased website traffic and lead conversion rates by re-designing and building the website based on user data and testing, in addition to launching landing pages to improve the user experience and conversion process.
- Grew new business revenue from \$0 to \$300K+ for marketing generated leads in 2017 by developing lead generation and nurturing programs.
- Enhanced the lead nurturing program by designing company one-pagers, e-books, emails and more to use within those programs.

Partner Marketing Manager | Level 3 Communications

April 2015 - February 2016

- Increased the number of leads generated through events by managing creative teams on the development of branded one-pagers, brochures, presentations, landing pages, and swag used at events.

Senior Marketing Associate | Datalogix

May 2012 - April 2015

- Project managed the design, development, and execution of the company rebrand and all marketing collateral for the UK Sales Team, Human Resources Team, and Corporate Communications initiatives.