

Brian Donahue

UX Designer & Front-End Developer

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I've worked as a designer and developer for the last 8 years: 4 years leading teams; 4 freelancing. I am organized, detail-oriented, and resourceful; I create solutions that are extensible, responsive, and lean.

Empathy and integrity are the most important traits to me; empathy empowers me to recognize challenges and design for the user, to relate to and collaborate with my team, and to translate needs and requirements between stakeholders, designers, developers, and users.

Integrity to me means not only getting the job done, but doing it right the first time. Issues that are out of scope for v1 are documented and prioritized for v2; important work doesn't slip through the cracks.

Being predictable and consistent and resolving issues openly not only fosters trust between team members, but it fuels innovation by creating an environment that is inherently collaborative.

As a life-long artist, I've volunteered my graphic design skills for several non-profits, and a previous employer described me saying "giving back is a huge part of [my] ethos."

When I'm off the clock, I'm often hard at work on one of my hobby projects. My current project is organizing and producing a TV show based on a script I wrote last year with a friend. Previously I've run an indie game studio which produced several game prototypes, and I've taught classes on web development, illustration, and coffee brewing techniques.

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SKILLS

UX & VISUAL DESIGN

Usability research, prototypes, user flows, site maps, drafting, mockups, wireframes, graphic design for print and web, illustration, icons, branding

DEVELOPMENT & FRAMEWORKS

HTML (HTML5), CSS (CSS3), JavaScript, jQuery, Jade, Bootstrap, LESS

PREFERRED TOOLS

Sketch, Flinto, Photoshop, Illustrator, Sublime Text, Balsamiq, GitHub

SOFT SKILLS

Natural leader, project management experience, hiring experience, consulting, pitches & presentations, empathy, integrity

WORK EXPERIENCE

Mar 2016 - Dec 2016

[Amazon.com](https://www.amazon.com)

UX DESIGNER

As part of the Amazon Campus team I worked on several initiatives including customer-facing information architecture challenges, user data collection objectives, and administrative tools for both internal and external users.

The majority of my day-to-day work involved defining and solving for user issues. I also supported the team with design annotation and illustration tasks, improved on-boarding materials, improved product documentation, and mentored other designers in a variety of things ranging from web design to marketing copywriting.

I also conducted and documented 6 usability studies with real users and supported or created materials for many more.

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Nov 2015 - Dec 2015

Wunderman

UX DESIGNER

CARDS asset management service for T-Mobile

- + Created UX proposals based on existing user stories, client requests, and an alpha product version
- + Created wireframes and user flows for different user classes
- + Documented changes and presented design proposals
- + Used Microsoft TFS to track and report bugs and usability issues for the existing software

WEB DEVELOPER

Emails for Microsoft Xbox & Band, Wal-Mart, and T-Mobile

- + Developed responsive emails based on Photoshop comps
- + Created English and Spanish-language versions of templates
- + Sliced and modified design comps as needed
- + Tracked bugs and issues in Microsoft TFS

Oct 2014 - Nov 2015

B2d Marketing

TEAM LEAD

WEB DEVELOPER

- + Worked as the design & strategy lead for the marketing team
- + Created campaigns for six different clients, some of which received increases on click-through rates of more than 1000% over the campaign average
- + Mentored junior developers in responsive design and development
- + Simplified code across multiple platforms and developed user stories to reduce maintenance work and improve customer engagement
- + Lead design and strategy discussions with clients and managers

Apr 2015 - Jul 2015

DevDraft

WEB DEVELOPER

- + Developed landing pages for a MPN marketing campaign
- + Contributed responsive code to improve DevDraft's website

UX DESIGNER

- + Lead marketing strategy discussions
- + Developed user flows, user stories, and wireframes
- + Mentored one junior developer in responsive design & development best practices

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Nov 2014 - Dec 2014

Siren

UX DESIGNER

- + Produced user stories, user flows, wireframes, and mockups
- + Contributed to design and strategy discussions
- + Championed functionality over aesthetic in design planning

May 2014 - Oct 2014

Moving Worlds

UX DESIGNER

WEB DEVELOPER

- + Created user stories, user flows, wireframes, prototypes, and templates.
- + Redesigned information organization and presentation on
- + Increased engagement 30% for anonymous users
- + Coded templates with Bootstrap, Jade, and Less
- + Championed a 'mobile-first' approach
- + Branding overhaul for print, web, design, & voice

Jul 2014 - Aug 2014

Bob Books

FONT DESIGNER

- + Worked with the Marketing Director to plan a new “cleaned up” version of Bob Books’ existing font face
- + Produced 52 letters, 10 numbers, & 25 special characters

Jun 2014 - Jul 2014

Seattle Pride

VISUAL DIRECTOR

- + Worked directly with the board V.P. to plan work
- + Designed dozens of print materials including posters, flyers, badges, banners, logos, and most other marketing materials for official Seattle Pride 2014 events
- + Created vector illustrations for the beer garden map and the 40th anniversary lithograph pride poster reproduction

Apr 2014 - May 2014

What's Good 206

**ART DIRECTOR
DESIGNER**

- + Set guidelines and wrote example copy to improve consistency in marketing materials
- + Created a marketing flyer to advertise for Give Big event
- + Created a fresh new visual style more in line with the organization's mission

Jun 2013 - Oct 2013

Japanese Cultural & Community Center

DESIGNER

- + Designed print marketing materials for several events
- + Contributed designs & materials to rebranding efforts

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Jan 2013 - Jun 2013

DESIGNER

CF Whiteboard

- + Worked as a design and marketing consultant
- + Produced graphics & icons for web & app alerts

Aug 2012 - Sep 2012

ILLUSTRATOR

Oak Restaurant

- + Designed a beautifully illustrated menu to match brand
- + Created chalkboard illustrations & signage for daily specials

Apr 2012 - Jul 2012

DESIGNER

Red Watch Band

- + Created T-shirt designs for college CPR advocacy group
- + Created fliers & other supporting print materials for events

Jan 2011 - Feb 2011

DESIGNER

Tierra Coffee

- + Designed a new logo
- + Consulted on web design & web marketing

Aug 2010 - Dec 2010

**TEACHING
ASSISTANT**

Iowa Lakes Community College

- + Assisted in instructing Adobe Photoshop & Illustrator classes and mentored peers
- + Produced vinyl print graphics from vector artwork

Jan 2009 - Oct 2010

DESIGNER

Skills For Change

- + Created logos, flyers, badges, post cards, T-shirt designs, and other branding materials for a variety of non-profit orgs

Aug 2006 - Jul 2010

WEB DEVELOPER

Freelance Developer

- + Designed & developed websites and associated materials on a freelance basis

Jun 2007 - Dec 2007

ARCHIVAL EDITOR

University of Iowa

- + Used Photoshop to “clean”, color correct, and remove distortions from digitally scanned slides
- + Worked through archives to catalog duplicates and errors

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HOBBIES

Oct 2015 - Present

DIRECTOR
WRITER
DESIGNER

Brian on Mars

- + Wrote a 210 page TV show script
- + Hired a small staff to support writing, editing, and review
- + Created concept artwork
- + Organized vendors and talent for production

Ongoing

Volunteer Designer

I volunteer my design skills and provide free consulting to non-profit organizations.

Ongoing

Volunteer Web Design & Development Tutor

I teach beginning to advanced HTML & CSS coding and responsive design techniques.

Ongoing

Volunteer Drawing Instructor

I teach people the basic skills to draw from sight.

Ongoing

Volunteer Coffee Brewing Instructor

I teach people & baristas pour-over & espresso techniques.

Apr 2011 - Nov 2011

DIRECTOR
DEVELOPER
DESIGNER

Indie Game Studio

- + Designed & developed 2 full native iOS games in Obj-C
- + Created all associated code & production graphics
- + Managed a team of 2 for concept art & audio production