Bryan Suzan

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WORK EXPERIENCE

Wisconsin Foundation and Alumni Association
Senior Digital Experience Specialist - July 2021 to Present

- Promoted to Senior position to lead the UX aspects of digital projects.
- Collaborate with digital product managers to identify/select which testing/research methods will best answer questions about user and business needs based on a projects' needs, goals, and constraints.
- Employ user-centered design principles to create visually appealing and intuitive experiences that meet user needs and organizational objectives.
- Collaborate with product owners and developers to implement design improvements and ensure consistent branding across all digital platforms.
- Create wireframes, prototypes, and visual designs with Adobe CC that align with client objectives and enhance user experience.
- Help teams analyze and interpret user feedback and campaign performance metrics to provide actionable insights and recommend strategic improvements.
- Run usability tests and perform other usability assessments as appropriate to assess existing and new digital products.
- Maintain and promote a high standard of design, usability, and accessibility for web content.

Wisconsin Foundation and Alumni Association
Digital Experience Specialist - May 2019 to July 2021

- Spearheaded email marketing initiatives, segmenting audiences and delivering personalized content to drive lead generation and conversion rates.
- Optimized multiple processes within my portfolio in the first year through the implementation in Marketing Cloud and personalization with complex AMPScript.
- Implemented automation workflows to streamline processes and improve campaign efficiency.
- Conducted A/B testing of email campaigns to identify high-performing content and optimize engagement rates.

Freelance Digital Designer – June 2018 to May 2019

- Collaborated with diverse clients to understand design requirements and deliver tailored solutions that exceeded expectations.
- Developed and maintained responsive websites, ensuring optimal user experiences and adherence to design best practices.
- Created visually impactful logos and brand assets that effectively communicated clients' brand identities.
- Produced a wide range of graphic design materials, including banners, icons, and social media assets, contributing to successful marketing campaigns.

SKILLS

- Salesforce Marketing Cloud
- Salesforce CRM
- Customer Journey Mapping
- Email Marketing Automation
- User Experience Design
- Figma and Adobe XD
- Photoshop and Illustrator
- HTML and CSS
- Search Engine Optimization (SEO)
- Data Analysis and Reporting
- Google Analytics 4
- Google Looker Studio

EDUCATION

University of Wisconsin–Madison
Bachelor of Arts in Computer Science with a Minor in Digital Studies