

Brandon Crooks.

Senior Product designer and Design Technologist with a focus on visual design, prototyping, and accessibility.

Experience.

Safesite Senior Product Designer. Oct. 2021 – Oct. 2022

- Created, Implemented, and maintained a new design system in Figma
- Created wireframes, visual designs and prototypes
- Worked with PMs to gather and plan requirements
- Led and facilitated user research and usability testing sessions
- Created UX strategies & facilitated design workshops with stakeholders
- Designed and developed GTM assets, marketing and transactional emails

1800Flowers.com, inc. UX Developer, Team Lead. Oct. 2018 – Oct. 2021

- Created a visual design system and prototypes for all brands in Sketch & Figma
- Managed internal and offshore teams of designers & UX developers across several brands
- Helped all brands migrate infrastructure from existing Java monolith to JS micro-services
- Lead design and development for Home Page, Product Page, add-ons, and blog.
- Tech lead for personalization initiatives (e.g. “Customers also Purchased”)
- Lead UX Developer on ADA and GDPR compliance initiatives
- Assisted with Dev Ops and established Design Ops processes
- Led and managed design reviews, code reviews, and production releases
- Facilitated user research and usability testing sessions

Critical Mass User Experience Architect. June 2017 – Oct. 2018

- Conducted Usability Interviews, created user journeys, wireflows, and prototypes in Sketch
- Principal UX architect for Citi Bank small business mobile applications.
- UX architect on Checkings, Savings, and All My Bills features in Citi Bank primary mobile app
- UX architect and visual designer on Citi Bank robo investment product offering
- UX Designer for Citi Bank Mortgage, Wire Transfer and New account
- Worked closely with iOS engineers for handoff, implementation, and production testing

Group SJR User Experience Designer. Sept. 2016 – Feb. 2017

- Create user journeys, site maps, wireflows, and prototypes in Sketch
- UX designer for GE, Pfizer, Lands End, Special K, and J&J.
- Worked closely with content team to produce strategy and prototype for GE chat-bot
- Helped establish user centered design methodologies
- Assisted with QA and Front-end Development across various projects
- Created technical documentation for hand-off to external teams

Info.

Skills

Prototyping
Visual Design
User Research & Testing
Front-end Development

Software

Figma, Sketch, XD
PS, AI, ID, AE
Flinto, InVision, Framer
Cinema 4D

Languages

Javascript, React,
Bash, Python
HTML, CSS,

Education.

Art Institute of NYC 2013 – 2015

Web Design & Interactive Media (AoS)

Crafting Bits & Pixels Into Unforgettable Experiences.

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