



Debbie Brasier

*My philosophy
is do your best.
Why be good when
you can be great?
Great UX happens
when you pay attention to
intricate details and
refine the interface
to delight the user.*



Des Moines, IA



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About Debbie

Dynamic problem solver and user experience leader with more than 16 years successful professional experience. Highly skilled in translating user research, design principles and usability evaluation techniques into innovative and intuitive solutions.

Skills

Passionate UX Designer	Agile Methodology
User Experience Strategist	Responsive Web Design
Excellent Communicator	HTML5, CSS3, JavaScript/jQuery
Servant Leader	Wireframing (Paper & Axure)
Project Manager	High Fidelity Prototyping
Strong Attention to Detail	Information Architecture
Desire to Make the Complex, Simple	Content Strategy
User-Centered Analysis	Search Engine Optimization
User-Centered Design	Web Accessibility
Usability Testing	Web Analytics
Behavioral Economics	Adobe Creative Suite

Experience

PRINCIPAL FINANCIAL GROUP

Des Moines, IA
2005 - present

Senior UI/UX Designer, Team Leader

Established the retirement division's UX team and have grown it into an amazing team of eight skilled designers. Leading efforts to advance and infuse user experience methodology and customer insights into all areas of our organization.

- Advocate for, conduct and synthesize user research using user-centered analysis and usability testing techniques. Manage budget for all research and testing efforts.
- Simplify complex ideas into intuitive applications. Combine business requirements, user needs and technical constraints into interfaces that meet user expectations within scope and budget.
- Create high level wireframes (whiteboard, paper, Axure and Photoshop) to demonstrate holistic vision.
- Develop high fidelity, highly functional, responsive prototypes for both web and mobile apps using HTML, CSS and JavaScript/jQuery.
- Lead strategy for responsive web design (RWD) to reduce the need for multiple product versions for all platforms and device screen sizes.
- Monitor key metrics and analytics to determine level of success and ongoing customer experience.
- Lead and mentor UX team. Hire new entry-level designers and train to be self-sufficient. Conduct performance reviews. Manage team resourcing.
- Collaborate on modern enterprise UI framework, living style guide and component pattern library.



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Experience (continued)

LEGACY MARKETING GROUP

Petaluma, CA
2000 - 2005

Web Designer

Designed and maintained a secure site for insurance agents to manage client relationships and products. Lead graphic designer for innovative start-up technology subsidiary (prospectdigital) delivering web-to-print, CRM and web site builder.

- Launched online marketing site for independent insurance and financial services advisors.
- Created innovative print and digital designs that pushed the envelope of technical possibilities.
- Wrote business and UI requirements.
- Managed project implementation with a team of off-shore developers.

KVI/SEABURY & SMITH

Des Moines, IA
1999 - 2000

Web Designer

Created new internal sites to support training needs and call centers. Established visual design and interaction design patterns to support a cohesive experience.

STUDENT PRESS LAW CENTER

Arlington, VA
1998

Journalism Intern

Researched, wrote and edited the *Report*, the Center's magazine that chronicled student press law cases and controversies.

MAGNET INTERACTIVE COMMUNICATIONS

Washington, DC
1997

Web Development Intern

Assisted with quality assurance for several functional hotel reservation sites. Also conducted and shared research about image optimization.

Education & Certifications

PARAGON IT PROFESSIONALS

West Des Moines, IA
2015

IT Emerging Leader

Invitation-only program focused on leadership development for technology managers. Nominated by CIO leadership committee at The Principal.

HUMAN FACTORS INTERNATIONAL

Fairfield, IA
2006

Certified Usability Analyst (CUA)

Professional designation. Passed comprehensive exam demonstrating mastery of user-centered research and design principles.

BUENA VISTA UNIVERSITY

Storm Lake, IA
1999

Bachelor of Arts, Communication and Art

3.975 GPA - Summa Cum Laude
Dean's Award for Academic Achievement
Co-Managing Editor, *The Tack* student newspaper
News Director, *Innovation Video* student TV station

References

References available upon request.