Brett Anderson

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Website and app designer creating, strategizing, and build interactive experiences for startups, non-profits, and universities. Mentoring and educating designers for 5+ years to create simple solutions to stakeholder and customer challenges.

TOOLS

Sketch, Figma, InVision App, Balsamiq, Whimsical, ProtoPie, Adobe Creative Suite, CSS/HTML, Drupal, WordPress, Webflow, and Accessibility Tools

SKILLS

Web Design, User Research, Development, Product Design, Prototyping, Visual Design, Branding, Presentations, Team management, Typography, Design Review, and Art Direction

EDUCATION

Laguna College of Art + Design
Bachelor of Fine Arts
Graphic Design + Digital Media
Graduated 2013

EXPERIENCE

Creative Director, KWALL
Jan 2018 – Present

- Set the tone, vision, and strategic direction for the KWALL brand and marketing efforts.
- Hiring, managing, collaborating, and leading a team of 3 designers and interns to increase productivity and customer focused digital designs. Motivating designers grow their skills, expertise, and knowledge.
- Building collaborative relationships with PMs, Engineers/Developers, Researchers, Marketing, and other partners. Active participant on 30+ virtual and on-site sales presentations.
- Led and managed 65+ customer web and mobile products, including IDA donation process and Sigma Photo ecommerce camera and accessory experience.

Design Manager, KWALL
Oct 2014 – Jan 2018

- Created a process for inputting and tracking product hours to help budget product expected revenue.
- Improved website mobile usage, for example Oxy college increased by 24% & Bridgewater State 56%.
- Created numerous new processes and deliverables including: inclusive design, accessibility audits, focus groups, design sprints, content strategy,

UX Design Intern, WATG
Jul 2014 – Oct 2014

- Created 2 web portals to transform legacy systems into a dynamic sales tool and budget management.
- Support internal stakeholder financial presentations with animation and presentation decks.

Visual Designer, KWALL
Nov 2011 – Jul 2014

- Designed numerous web and mobile experiences, visual designs both digital and print, prototyping, booth designs, photography & video direction, and animation for clients and internal needs.

Adjunct Instructor, Laguna College of Art + Design
Aug 2015 – Present

- Committed to improving the curriculum each year having taught 160 students design, usability, coding, and technical terms in the classroom.
- Created 15 speaker presentations, 2 product design/development projects and a semester long design system.

Online Instructor, BYU Idaho
Apr 2019 – Present

- Mentorship and teaching 18+ students a semester on 3 product and web design projects.
- Screen and video recording design critiques for students each week.