Eli Brumley

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Lead UX Designer

:: About

In my decade-long tenure as a Lead UX Designer, I have honed the skill of seamlessly integrating creativity with analytical precision. This approach is central to developing websites that are not only aesthetically remarkable but also strategically aligned with business objectives. My extensive experience in digital marketing, SaaS, and B2B sectors, augmented by my profound interest in web development and Conversion Rate Optimization (CRO), underscores my commitment to engineering digital experiences that are engaging and instrumental in driving business growth.

:: Education

The University of Memphis
- B.A. Graphic Design, Graduated 2012

:: Recognitions

2017-2020 SmartBear Service Awards
- smartbear.com

2018 aafmemphis.org Silver Winner
- saddlecreekortho.com

2015 awwwards.com Nominee Winner
- madebyspeak.com

2014 Best Zoo / Attraction Web Experience
- memphiszoo.org

:: Certifications

2019-2022 Google analytics certified
2021 Google Optimize certified
2022 Intellimize (CRO) certified

2010-2022 Adobe Creative cloud certified
- Figma & Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- InDesign
- Adobe Animate

Sketch app certified

2018-2023 Scrum certified

2012-2022 Linkedin Learning certified
- Front end development

:: Talents & Skills

- UX/UI Design
- UX analyst / researcher
- Frontend development
- Product Designer
- Web Design
- AI / ML enthusiast
- Agency + SaaS experience
- CRO dev + manager

- Digital strategy architect
- Scrum master
- Team Lead + manager
- Video editing
- Podcast director + host
- Shopify development
- Wordpress development
- Ecommerce engineering

- Prototype designer
- Interactive media designer
- Beekeeper (hehe)
- Content architect
- SEO consultant
- Accessibility designer
- Site performance architect
- Jira, Asana, Trello manager

Sumo Logic

Jan 2022 - **Present**
Lead UX Designer + Developer + CRO
- Make this sound more professional and more attractive to hiring managers:
- Lead a digital marketing team of designers, analysts, & developers.
- Manage and build interactive web/digital experiences - driving growth revenue for marketing org.
- Design and Develop core marketing design system - structured via Figma libraries and core systems.
- Concept and Develop web CRO (conversion rate optimization) test via Intellimize.
- Collaborate with product team (designers, developers, project managers, stakeholders) to revamp free trials.
- Consult brand team on battle tested web best practices for digital growth + creative ad performance.
- Analyze and develop web personalization tactics to increase web engagement + conversion metrics.
- Project manage developers to build a robust design system, built on headless CMS. (Craft CMS)
- Analyze Google Analytics to best support SaaS + PLG growth initiatives & digital performance scoring.

SmartBear software

Jul 2019 - Feb 2022
Senior Interactive Designer + Developer + CRO
- Led a skilled team of designers, analysts, and developers to enhance web experiences using Kentico CMS.
- Managed over 18 marketing websites, focusing on delivering consistent and scalable web experiences.
- Designed and implemented a comprehensive global design system in Sketch and Figma.
- Documented design system components based on Atomic design principles for scalability.
- Guided a dedicated team in managing and expanding a diverse repository of web assets.
- Developed and managed a robust web testing framework using Google Optimize.
- Utilized MixPanel to create and analyze dashboards, tracking key web conversion metrics.
- Created a large library of interactive web experiences, adhering to modern web standards.

Dec 2016 - Jul 2019
Lead UX/Product Designer + Developer
- Developed a SaaS design system for fast-paced web projects, using React and Angular.
- Kept detailed records of our design system in Atlassian Confluence and StoryBook.
- Designed and developed websites for start-up marketing platforms using Drupel and Wordpress.
- Collaborated with project managers and developers to plan new product features and align KPI's.
- Managed the scrum process to keep our team on track and projects sprints aligned.
- Conducted user research to guide our project direction and expand our products.
- Organized and led quarterly hackathons to encourage team & platform innovation.

Speak Creative (digital marketing agency)

Jan 2012 - Dec 2016
Senior Web Design + Developer
- Collaborated with clients to design, develop, and evaluate marketing websites across various industries.
- Crafted unique web experiences tailored to each client's business and digital marketing objectives.
- Built responsive websites to meet diverse digital requirements using popular CMS platforms.
- Fostered long-term partnerships with a vast clientele in the digital marketing sector.
- Worked with designers, analysts, and developers to coordinate project plans and strategies.
- Teamed up with full-stack developers to create custom CMS widgets, enhancing web functionality.
- Led a team of graphic/web designers and front-end developers through Scrum project cycles.