Brandon Biro
Senior User Experience Designer

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772 Harvest Lane
Verona, WI
608-215-5874

Professional Summary

For the past 14 years I have worked tirelessly at being a Senior UX Designer. I am a confident, responsible, and articulate person with good communication skills, who has a strong sense of curiosity. I love problem solving with a diverse group of employees. I am looking for the next challenge in my career to organize, plan, supervise, and inspire an eager design team.

Experience

Madison Gas and Electric - Senior UX Designer   **Nov '15 - Present**

- Coordinating and conducting user research, usability testing, focus groups, customer demos, user flows, and storyboards to understand use cases to influence customer and digital experience.
- Use quantitative and qualitative data to influence strategic planning and design thinking for continuous improvement.
- Conceptualize and craft low-fidelity comps, prototypes, artifacts, design solutions, and design systems that improve through analysis, customer feedback, and iterative design, using various design tools.
- Developed leadership skills through coaching and mentoring UX designers to enhance their skills and knowledge in design principles, web, and accessibility standards, and best practices.
- Collaborate with stakeholders through project management, using an agile approach to identify and support business goals and align them with intuitive Human Centered Design and design strategy.
- Develop and maintain marketing material and media, style guides, comps and prototypes.
- Design, write, and maintain, front-end development code (HTML, CSS, and JS) that is modern, clean, accessible, with a mobile technology first approach. Document UI and component library.
- Creative thinker who thrives on teamwork and a positive culture. Has a desire to be technically proficient while bringing a storytelling aspect to design management and strategy and product design.
- Leverage tools like Google Analytics and Clarity to take a data driven approach for continuous analysis. Use analytical skills and data science to influence design direction for customer needs.
- Advocate and prioritize accessibility and equality into design methods and products, while adapting to business needs and initiatives. Passionate about creating an inclusive environment, and meeting ADA Compliance and WCAG 2.2 standards.

Wisconsin Department of Justice - UX Designer   **Jul '11 - Apr '13 and Jul '13 - Nov '15**

- Collaborate with cross-functional teams, including developers, product managers, and directors, to define technical requirements and plan for accessibility and UX design is prioritized and integrated into all aspects of projects and product development.
- Stay updated with emerging technologies and industry trends for user centered design and web design to provide innovative thinking to solutions that align with market, and business demands.
- Collaborate with business stakeholders to define the user experience vision and strategy, and drive its implementation across all internal systems, applications, and external products.
- Write and diagram accurate documentation to encourage process improvements for a variety of design guidelines, screen designs, and content management systems that are easy to interpret and serve a wide range of team members and customer communication.

Wisconsin Department of Children & Families - Webmaster   **Apr '13 - Jul '13**

- Develop and implement strategies, policies, and procedures to improve website user experience and increase user engagement.
- Monitor and analyze website traffic and user behavior to identify areas for improvement and optimize website performance.
- Incorporated website usability group to enhance employee engagement and relationship building with business partners.

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Education

Master of Arts: Visual Communication Design - Liberty University	2020 - Present
Certificate, User Experience Design Weinschenk Institute - The Team W	2015
Certificate, Web Design - Madison Area Technical College	July 2012
Bachelor of Science, Art - University of Wisconsin-Madison	May 2008
Graphic Design - Edgewood College	Dec 2001

Skills

Adobe Creative Suite, Photoshop, Illustrator, Affinity Suite, Web Design, User Experience Design, User Research, Journey Mapping, User Experience Engineering, Interactive Design, Graphic Design, Animation, Illustration and sketching, CSS - OOCSS, ITCSS, BEM, HTML, Wire Framing and Screen designs, After Effects, DaVinci Resolve, jQuery, JavaScript, Blender, Information Architecture, Google Tag Manager, Google Analytics, Microsoft Clarity, Creative Thinking, Collaboration, Visual Design, Accessibility and Inclusiveness, Agile Scrum Methodology, excellent written and verbal communication skills, strong time management skills, strong organizational skills, strong documentation skills

Achievements

Increase different performance scores through MGE website redesign, Accessibility score increased by 17 points to 82, Quality Assurance increased 45 points to 91, SEO score increased 7 points to 83, and our Overall score increased by 18 points to 83.

2016 WAGGY - Best Redesign for the Department of Justice website.

Received a Challenge Coin from the Department of Justice, Division of Criminal Investigation, for my contributions to the design, development, and evolution of their digital portfolio.

Received recognition from Governor of WI for my redesign of the WI Department of Children and Families logo.