

Brandon Youngblood

Sr. UX Designer

I create intuitive and engaging experiences for the end-user.

My UX Design Approach

As a Senior User Experience Designer, I believe in creating experiences that are intuitive, easy to use and make sense to the end user.

I always begin with research. This helps to understand best practices to formulate a competitive analysis, or to understand what pain-points are related to the existing website or platform. I then create a pattern library, or style guide, which I've found to be extremely helpful to Developers. I wireframe the User Experience from beginning to end. I conduct multiple focus groups throughout the process. I then create high-fidelity, interactive mockups for usability testing.

As a UX Lead, and Manager, I prefer to take on the role of a "Leader" versus Manager. I don't believe in micromanaging. I believe in contributing to an effective Agile environment, so that our Sprints are completed each time, for stakeholder presentations. I see myself as more of a mentor. I have typically managed smaller groups in my roles.

I'm well-versed in most UX design tools.

Contact

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Education

Ringling College of Art
and Design

Bachelor's of Fine Arts
Graphic and Interactive
Communication - 1999-2003
GPA - 3.2

Certifications

ITIL 4

September 28, 2022

Specialties

UX Design

UX Research

Mobile UX Design

Most UX Platforms:

(Sketch, Figma,

Adobe XD & UX Pin)

ServiceNow

Responsive Web Design

HTML

CSS

WordPress

JavaScript/React JS

- (Working

knowledge)

SaaS

Salesforce

Agile work

environment

Adobe Creative

Suite

Wire framing

A/B Testing

Jira

Work Experience

Kyndryl 7/2023 – Present *Sr. UX Design Lead - ServiceNow (Contractor)*

- Leading the user experience design of the new Wawa Next Gen Portal on the ServiceNow platform. It will allow all store employees to easily submit requests for any issue inside, or outside of the store
- While running on an Agile platform, I establish direction and timeframes for creating wireframes, high-fidelity mockups and interactive presentations, where I can collect feedback via shared links
- Meet with stakeholders and users (Call Center Analysts, Store Associates, Store Managers and Area Managers), to conduct user-feedback sessions and usability testing (UAT)

5/3 Bank 12/2022 – 7/2023 *Sr. UX Designer & Manager – ServiceNow (Contractor)*

- Designed the new Data Exchange platform, which launched in March of 2023. This platform allows users to search for data products, check the lineage of the data, register new data products, control sensitive data and reporting. I facilitated multiple stakeholder meetings and user-feedback sessions throughout the process
- Designed a completely new user experience for Switchboard. Switchboard gives teams the ability to access cloud services, with the tools necessary to capture data via the self-service platform. I facilitated multiple stakeholder meetings and user-feedback sessions throughout the process
- Managed a group of 3 offshore developers throughout the design process to ensure the build of the new Data Exchange platform was accurate to the approved mockups
- Assisted the IT Governance and Data Pipeline teams with UX solutions

Capgemini 9/2022 – 12/2022 *Delivery Architect | ServiceNow UX UI (Contractor)*

- Works directly with Forbes Global 2000 clients to generate user experience designs and workflows for portals and catalogs within the ServiceNow platform
- Designed new CSL ServiceNow Portal within the Salesforce Lightning Design System, for employees to manage plasma donations, and create tickets for any issues with equipment, etc.
- Facilitation of client workshops, user-feedback sessions and focus groups

NextEra Energy (Contractor) 4/2022 – 7/2022 *Sr. UX Manager (Contractor)*

- Creates various mockups and prototypes via UXPin and Figma for new and existing internal websites
- Extensive UX research for new websites, search pages and portal
- Facilitates workshops and user-feedback sessions to determine pain-points for users that use various websites
- Lead small UX team in Mexico by delegating projects according to their strengths. I made sure clear communication was directed, to meet our Sprint goals
- Builds out live versions of the mockups and prototypes via ServiceNow
- Manages Enterprise Design Platform (EDP), to update and add to our UI and UX library

Etico Parking 10/2021 – 4/2022 *Sr. UX Designer*

- Creates engaging B2B user experiences for multiple company websites, as well as client and admin portals
- Researches and creates a competitive analysis to establish best design practices. Creates responsive wire frames using Adobe XD
- Converts wire frames into non-functional mockups in Adobe Photoshop
- Works in latest version of Bootstrap, using HTML5 and CSS, or SCSS

Infinity Sales Group 11/2019 – 9/2021 *Sr. Web Developer and UX Designer*

- Designed, developed, and manages compareinternet.com, which offers internet service based on zip code search
- Designed and developed responsive e-commerce shopping carts for several clients including Verizon, AT&T, CenturyLink and Frontier
- Manages, updates and re-designs websites for CenturyLink, Frontier and Windstream
- Works directly with stakeholders from CenturyLink, Frontier and Windstream

Shoes For Crews 11/2016 - 11/2019 *Lead Web / UX Designer*

- Web Lead for our e-commerce site, which generates \$150+ mil/year in sales
- UX design to increase KPI's
- Constant A|B design and testing via Monetate
- UX design and wire framing. Storyboarding for product and industry related videos

For prior industry work experience (2003 – 2016) or references, please email me at brandon@hirebrandon.com.