

# BRANDON YOUNGBLOOD

## UX Designer



2024

### Sr. UX Designer | ServiceNow Humana

- Leads the UX design to help bring Humana's IT4U platform from Sharepoint to ServiceNow
- Conducts treejack testing, heuristics evaluations, architecture review and mockups reviews internally with the team and stakeholders
- Designs both low-fidelity, high-fidelity and interactive mockups in Figma
- Conducts interactive focus groups and usability testing (UAT)
- Constant communication with stakeholders and ServiceNow partners
- With 15 years of web design experience, I closely work with developers to ensure a seamless transition occurs & dev matches approved designs

2023 - 2024

### Sr. UX Designer | ServiceNow Kyndryl

- Lead the user experience design of the new Wawa ServiceNow Next Gen Portal. It will allow all store employees to easily submit requests for any issue inside, or outside of the store
- Lead the user experience design of the new Kyndryl HR ServiceNow Portal. This included collaboration with Kyndryl Branding, HR, focus groups, and Developer assistance
- Works on agile platform, running focus groups, establishing direction and timeframes for creating wireframes, high-fidelity mockups and interactive presentations, where I can collect feedback via shared links and UAT

2022 - 2023

### Sr. UX Designer (Contractor) 5/3 Bank

- 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

2022

### Delivery Architect | ServiceNow UX UI (Contractor) Capgemini

- 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 in Figma, for the Salesforce Lightning Design System, for employees to manage plasma donations, and create tickets for any issues with equipment
- Facilitation of client workshops, user-feedback sessions and focus groups

2022

### Sr. UX Designer | ServiceNow (Contractor) NextEra Energy

- 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
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- 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



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## EDUCATION

### BFA - Graphic Design

Ringling College of Art and Design 1999 - 2003

GPA: 3.2

## SKILLS

- UX Design
- UX Research
- Mobile UX Design
- Human Centered Design
- UX Platforms: Figma, Sketch, Adobe XD & UX Pin
- ServiceNow
- AI Tools (video, narration, scripting & creation)
- Responsive Web Design
- HTML
- CSS
- WordPress JavaScript/React
- JS
- Salesforce
- Agile
- Adobe Creative Suite
- A/B Testing
- Jira

## + WORK EXPERIENCE

2021 – 2022

### **Sr. UX Designer** Etico Parking

- 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 Figma
- Converts wire frames into non-functional mockups in Adobe Photoshop

2019 - 2021

### **Sr. Web & UX Designer** Infinity Sales Group

- 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

2016 - 2019

### **Web Lead / UX Designer** Shoes For Crews

- 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

2013 - 2016

### **Lead Web Designer** INNEOX

- Responsible for all web and marketing, and social media efforts
- Provides senior and organizational level innovation training
- Manages global web and design workflow
- Works with clients to create personalized web and design material
- Focuses on client retention and training programs

2012 - 2013

### **Senior Web Designer** Ads Direct

- Hand coding HTML/CSS
- Experience In Mobile Web Design
- Excellent persuasive design skills and strong creative thinking
- Ability to invoke emotion and value proposition through copy and design
- Knowledge of UI design principles

2012

### **Senior Web Designer** Elephant Group

- Worked on all new and current mobile and desktop web design projects for clients, such as Verizon, AT&T, Comcast, Time Warner and ADT.
- Focused on SEO implementation and online marketing analysis.
- Met all deadlines for campaigns.
- Lead in-house and client related graphic and print projects for MyTechHelp.
- Analyzed call center trends for creation and distribution of new web campaigns.

2010 - 2012

### **Web Designer and Online Marketing Specialist** Runaware

- Lead marketing team to ensure deadlines are met and quality control is in place.
- Generation of sales leads via email campaigns through online marketing software.
- Designed and writes marketing collateral for both print and online distribution.
- Web projects include design, coding, SEO integration, Google Analytics, e-blasts, monthly newsletters, interfaces, application skins and lead captures.

## + WORK EXPERIENCE

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2008 - 2010

### **Web Designer**

**WWWebTek Internet Services**

- Product marketing design and implementation, establishing identity and web presence for start-up companies, and providing high-level product guidance for larger customer institutions.
- Interacted directly with clients to provide a personal & professional level of comfort and communication to achieve resolution, both through face-to-face interaction and interfaces such as Skype and Instant Messenger for off-location communications.
- Ensured timelines and target dates are met and exceed client expectations through extensive knowledge of both computer design and web applications/programs.

2007 - 2008

### **Senior Graphic Designer**

**Tru-Bamboo**

- First in-house graphic designer for international firm, with responsibilities that included design packaging that was both unique and consistent to each brand.
- Interacted directly with overseas Chinese factories in regards to product design, packaging, and printing.
- Created extensive product library, containing over 300 products for three separate product lines within the company (Solid Bamboo, TruBamboo, and East + West), currently in-stock at major outlets such as Costco, Sam's Club, Williams & Sonoma, Bed Bath & Beyond, etc.
- Hired design staff as individual accomplishments attributed to rapid rate of growth.

2003 - 2007

### **Graphic Designer**

**One to One Group**

- First in-house graphic designer, with responsibilities that included marketing design, extensive Excel document manipulation for variable data, web design and running an Océ' specific printing press.
- Pageflex and XMPie development.
- Interacted directly with clients and prospective clients for design and marketing concepts.
- Managed company website internally.