Experience
- 10+ years in UX design
- 10+ years in responsive web design, graphic design, and marketing
- 10+ years in E-Commerce management
- 5+ years in ServiceNow UX design

Skills

- User Experience Design
- User Experience Research
- A/B Testing & Optimization
- Artificial Intelligence (AI) Design
- ServiceNow UX Design
- UI Design
- HTML, CSS, WordPress

- Mobile Application Design
- E-Commerce Management
- Responsive Web Design
- Salesforce Lightning Design System
- Email Marketing & Web Analytics
- Graphic & Print Design
- B2B/B2C Design

Sr. AI UX Developer (Contractor) | Rimini Street (Jan 2025 - June 2025)
- UX and DEV for ServiceNow AI-assisted ERP solution
- Generated new revenue stream by building a white label and ServiceNow application
- Wireframing and designing high-fidelity mockups in Figma, as well as facilitating usability testing in Miro
- Created Figma components for development in a ServiceNow environment

Sr. UX Designer (Contractor) | Humana (Jul 2024 – Dec 2024)
- UX research and usability testing for Class II medical devices in compliance with ISO 13485 for Humana's IT4U platform via ServiceNow
- Conducted tree jack testing, heuristic evaluations, user research and analysis
- Wireframed and designed high-fidelity, interactive mockups in Figma
- Facilitated usability testing in Miro

Sr. UX Designer | Kyndryl (Jun 2023 – Jul 2024)
- Designed Wawa's ServiceNow Portal for store issue management. 70,000+ store associates were able to create tickets, resulting in significant cost-savings for the company
- Led UX and Design for Kyndryl's HR ServiceNow Portal
- Designed wireframes, high-fidelity mockups, and interactive UAT sessions in an Agile environment

Sr. UX Designer (Contractor) | Fifth Third Bank (Nov 2022 – Jun 2023)
- Designed Data Exchange platform, which improved data search and management, by aggregating data to one place, saving time and money
- Designed Switchboard application, for seamless access to cloud services and self-service data tools

UX Delivery Architect (Contractor) | Capgemini (Jul 2022 – Nov 2022)
- Designed CSL Plasma's ServiceNow Portal, which cut costs and eliminated technical debt
- Used Salesforce Lightning Design System to create future-proof code
- Documented UX design inputs, prototypes, and usability validation results
- Led client workshops, user-feedback sessions, and focus groups via Miro collaboration

Sr. UX Designer (Contractor) | NextEra Energy (Jan 2022 – Jul 2022)
- Conducted UX research and built prototypes for internal websites and ServiceNow portals, using UXPin & Figma
- Managed Enterprise Design Platform (EDP), aggregating all hard-to-find data to one place
- Managed a 4-person UX and Dev team in Mexico

Sr. UX Designer (Contractor) | Etico Parking (Aug 2021 – Jan 2022)
- Designed B2B experiences for client/admin portals with Salesforce Lightning Design System
- Conducted competitive analysis UX research

Sr. Web & UX Designer | Infinity Sales Group (Nov 2019 – Aug 2021)
- User Experience research and design for compareinternet.com
- Website and Graphic design for compareinternet.com
- Managed and improved e-commerce conversion rates for Verizon, AT&T, and more

Web/UX Designer | Shoes For Crews (Nov 2016 – Nov 2019)
- Led Website and UX design for $150M+ e-commerce site
- Optimized KPIs with A/B testing via Monetate, and heat map analysis via HotJar
- Designed and coded new checkout flow, increasing conversion rate by 30%

Web Designer | Inneox (Oct 2013 - Mar 2016)
- Managed global web and design workflows, ensuring timely delivery of high-quality projects
- Collaborated with clients to create personalized web and design material, enhancing client retention and satisfaction
- Provided senior and organizational level innovation training, fostering a culture of creativity and growth within the team

Web Designer | Elephant Group (Jan 2012 – Dec 2012)
- Designed and maintained mobile and desktop websites for clients such as Verizon, AT&T, Comcast, Time Warner, and ADT
- Implemented SEO strategies and analyzed performance metrics to improve campaign reach
- Led graphic design and print initiatives for in-house brand MyTechHelp
- Translated call center data into actionable web strategies and creative content

Web Designer Runaware (Feb 2010 – Jan 2012)
- Led a cross-functional web/marketing team to meet campaign deadlines with high-quality output

Education
College: Ringling College of Art and Design
Degree: Bachelor of Fine Arts
Field of Study: Graphic and Interactive Communication
Dates: Aug 1999 to May 2003
GPA: 3.2

Contact
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Portfolio Links

Rimini Street (AI assisted ERP Solution) - https://www.figma.com/design/9E4kHq7EQ5vw38s5SUimjU/ERP-Inventory-Manager?node-id=1510-51891&t=BsngaSbhwBAHDfdp-1

Wawa Portal (Homepage walkthrough) - https://xd.adobe.com/view/135fbc23-58d3-4074-ae3d-8c7d9f3b932e-460c/

Wawa Portal (User flow) - https://xd.adobe.com/view/dcc78fcf-cb15-453f-a290-d5276811ec57-8994/

Kyndryl HRSD (HR Portal) design - https://xd.adobe.com/view/8a35653b-5e3b-4905-afb7-4803726f77fa-df66/grid/

5/3 Bank (Data Exchange Portal) - https://xd.adobe.com/view/f39b8c88-48ca-40df-bbbd-4a5f51213832-a6c8/

Wawa, 5/3 Bank & partial CSL Plasma - https://www.figma.com/design/bPC0DPSE6Qj4N5HyKQoUj0/BY-FIGMA?m=auto&t=77GRb29ZT6trxSwW-1

ServiceNow Portal Template (For NextEra Energy proposal) - https://xd.adobe.com/view/d7a26acf-37b9-4f85-b961-1f424fc84d4c-82f1/?fullscreen

ServiceNow Portal Template (For Employee Center Core sales proposal) - https://xd.adobe.com/view/fab012b6-0b3a-4f49-a181-b7d5068e0458-afe3/?fullscreen

Personal Website - https://www.hirebrandon.com