JOSEPH CARTER-BROWN

DESIGN & UX STRATEGIST
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EDUCATION

FULL SAIL UNIVERSITY • WINTER PARK, FL.
Bachelor of Science | Graphic Design
June 2012 / February 2015
Awards: Valedictorian & Advanced Achiever

IBM F.ACT SUMMIT • AUSTIN, TX.
Design Thinking & Facilitation
April 2017

CERTIFICATIONS

DRUPAL 8 SITE BUILDER
2016
DRUPAL 7 SITE BUILDER
2016

SKILLS

Adobe Creative Cloud

Microsoft Office

Sketch

HTML • CSS

PHPStorm

GIT

UX Strategy

UI Design

Design Thinking

SASS/LESS

Bootstrap & Foundation

Drupal 7 & 8

TWIG

Vagrant

Wordpress

Screen Printing

Branding & Identity

Typography & Layout

Client Management

Training & Teaching

Public Speaking

Front-End Development

WORK

Unleashed Technologies

UX PRACTICES & BRAND DEVELOPMENT LEADERSHIP   *JUNE 2017 / PRESENT*

» Ran internal UX and Design Thinking workshops to inform team members on user/human centered design exercises
» Helped capture new business prospects, and led branding projects identifying additional revenue streams in brand management
» Evangelized for more company-wide acceptance of UX standards and practices
» Perform in-depth UX audits, identifying opportunities for client-site improvement
» Created Branding and UX strategy schematic, to provide a practice model for UX focused brand development
» Worked with solutions architect to define internal needs and opportunities as it pertains to integrating stronger UX philosophies into service offerings

SENIOR DESIGNER   *FEBRUARY 2017 / JUNE 2017*

» Work in unison with developers to code out fully featured, standards focused, Drupal and Wordpress-based deployments
» Work with design team to establish corporate best practices and design standards
» Provide support to the development team, creating high quality design comps, wireframes, UX Audits, and front-end development
» Represented the company as a speaker at DrupalCon 2017 & Wordcamp 2017
» Led front-end development and collaboration with back-end developers for Evapco.com redesign

FRONT END DESIGNER   *FEBRUARY 2016 / FEBRUARY 2017*

» Designing effective, detailed, and visually appealing web presences for clients
» Utilizing "live" wireframing to create interactive responsive website prototypes
» Creating static wireframes to direct site structure and user experience
» Communicating with clients, managing needs, objectives, and expectations
» Creating supplemental site graphics, such as: backgrounds, icons, and banners
» Maintaining UT's development standards, ensuring smooth code merges

AIGA Baltimore

PRESIDENT   *JUNE 2017 / PRESENT*

» Maintain board morale, conducting regular check-ins and mentoring/working sessions to ensure high functioning & communicative board
» Delegating tasks, overseeing progress and execution of chapter initiatives
» Representing the chapter on a national level during the annual leadership retreat
» Led national team for Emerge 2.0 program, facilitating design thinking sessions on user focused outcomes for design professional within their first 5 years
» Manage healthy relationships with sponsors, and partners; ensuring deliverables, and expectations are met
» Facilitated Design Thinking workshop, with IBM, at AIGA's Leadership Retreat in Dallas, utilizing the Winterhouse Social Design Pathways Model
» Ran day-long design thinking workshop, facilitating board, and community members, to create more human focused chapter strategy moving into 2018

VICE PRESIDENT   *JUNE 2016 / JUNE 2017*

» Collaborated with chapter president to set the chapter's vision and mission
» Led grant writing initiatives, that resulted in the awarding of funding to create two online resources to help the design community
» Worked with chapter president on developing winning proposal bid to host AIGA's National Leadership retreat in Baltimore
» Managed and fostered relationships within the creative community, finding ways to make the chapter's focus more user and community generated
» Helped bring together Baltimore creative orgs for a collaborative event, "Creative Mixtape". Creating a broader sense of unity for each group's memberbase
» Directed Innovate grant team, and coordinated with agency partner to execute the development of the "YouLaunchIt.org" resource
» Mentored incoming programming director, and helped provide direction and support for her transition into the role

PROGRAMMING DIRECTOR   *APRIL 2014 / JUNE 2016*

» Research and develop topics to engage the Baltimore design community
» Plan, delegate and manage recurring and special event offerings
» Ensure programming aligns with chapter & national brand initiatives
» Mentored programming chairs, and other board members on standards of running events, public speaking, and general chapter leadership
» Created brand strategy of the chapter's Design Week series of events, and ran ideation sessions with team to identify goals and outcomes
» Helped manage Design Week financial goals, resulting in making the event series profitable, and more impactful year on end

Rogue Squirrel, Inc.

CO-OWNER, DESIGNER   *AUGUST 2007 / AUGUST 2014*

» Contributed brand strategy providing visibility within the marketplace
» Developed print & web marketing materials sparking interest and driving sales
» Implemented plan which increased profits and reduced overhead
» Conceived apparel designs for general and special event inventory
» Directed and carried through screen-printing operations build out
» Formed partnerships and new revenue stream via branded 3rd party merchandise
» Built & maintained e-commerce site, a primary promotional and sales avenue
» Designed and managed eMail marketing distributed to over 600 subscribers

Creative Circus

INSTRUCTOR   *JUNE 2005 / JUNE 2006*

» Taught beginner and advance Adobe Design Suite, web usability, and intro to Mac
» Critiqued student concepts and project execution during panel assessments
» Consistently received positive evaluations from students
» Spearheaded new curriculum on best practices for building portfolio websites