

Brandon Ferguson

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Brandonfergusonuxportfolio.com

302-650-9046

[LinkedIn](#)

UX designer with 5 years of experience in marketing and sales. My unique perspective combines human centered design, design thinking and data driven insights to design solutions to solve complex problems that impact customers and address business goals. With a collaborative and team-oriented approach my goal is to help people get their work done with as little friction as possible, ultimately making their lives better through the improvement of the products they are using.

Related Experience

UX Designer & Researcher - UX Rescue

July 20 - Present - Remote - Freelance

Apply UX methodologies to create design solutions that solve complex user problems. Design wireframes, generate prototypes, conduct usability tests to gain real user feedback. Iterate on design concepts based on user feedback to improve the overall experience. Design within existing brand architecture and new responsive websites. Collaborate with a team of other designers, researchers and developers remotely.

Digital Media Specialist - Townsquare Media

Apr 18 - Apr 20 - Binghamton, NY

Implemented onboarding flow for new clients to improve user experience and retention. Generated \$150,000 in marketing revenue for TSM. Raised 15% plus more foot traffic to 50 + clients. Collaborated with creative team to generate copy and marketing narratives. Synthesize marketing campaign reports and present to clients.

UX Designer & Researcher - Freelance

June 20 - Present - Remote

Design user experience, interactions, icons, illustrations, mobile and web interfaces. My design process includes heuristic analysis, wireframes, sitemaps, user flows, concept sketches & visual design.

Tools

Figma, Sketch, Photoshop, Miro, Mural, Google forms, InVision, Optimal sort, Zeplin, Canva, Notion, UserTesting.com

Education

Certificate in UX Design

DesignLab UX Academy

Nov 19 - July 20

560+ hour intensive design course. Emphasis in research, interaction design, ideation, UI design, prototyping, and testing.

Certificate in Human Computer Interaction

Interaction Design Foundation

July 20 - July 20

Emphasis in HCI, Human Center Design

B.S. In Business/Marketing

Neumann University

Aug 11 - May 15

Emphasizes the critical areas of marketing: advertising, promotion, brand/product management, e-commerce, online/digital media, consumer behavior, marketing research, and cohesive marketing strategies and planning.