**Angela Brown, MBA**

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**SUMMARY**

UI/UX Designer with 4+ years of experience leading the design of innovative user experiences that drive user satisfaction, engagement, and loyalty.Hands-on Developer and Motivated Self-starter focused on working with diverse cross-functional teams to design user-friendly and intuitive interfaces that meet the needs of users and businesses alike.

**SKILLS**

* **Design:** UI/UX, Motion & Visual Design, Interactions, AR/VR, Rapid Prototyping, Wireframing, Accessibility, Competitive Analysis, Persona, Storyboarding, Interview & Survey, Usability Testing
* **Leadership:** Strategic Planning & Execution, Project Management, Prioritization, Process Improvement, Cross-functional Collaboration, Staff Hiring & Management, Training & Development, Coaching & Mentorship, Interdepartmental Alignment, Change Management, Budgeting & Resource Allocation, Executive Reporting
* **Software:** Wix, Godaddy, WordPress, Figma, Adobe XD, Google Suite, Microsoft Suite

**EDUCATION & CERTIFICATIONS**

* Master of Business Administration with Honors, Western Governors University
* Bachelor of Science in Business Management, Minot State University
* Google UX Design Certification
* Introduction to Cloud Computing, IBM

**SELECT PROJECTS**

**Birdseed and Coffee Ordering Applications, Google UX Design Certification Course**

* Built an application to allow customers to search, select, and order different supplies for pets and wild birdwatching.
* Created a web application that enables users to seamlessly order coffee and other products online across a 3 state area.

**Farm Accounting Software Page**

* Developing a farm accounting application for 10,000+ client customers nationwide.
* Designed high-fidelity and low-fidelity mockups using Figma and Adobe XD.
* Oversee and lead quantitative and qualitative research including surveys and user testing.

**WORK EXPERIENCE**

**DEI Committee Champion/Onboarding Specialist, Guidant Financial 2020 - 2022**

* Defined messaging and target audiences and prepared and executed comprehensive product launch plans.
* Developed new initiatives and partnerships with business and community leaders to achieve client project completion within 60 days and a 95% call-answered percentage in alignment with business objectives.
* Led weekly message board postings and company meetings, collected feedback through employee surveys, and conducted SWOT analysis to identify and resolve weaknesses.
* Established new efficient processes and mapped templates to expedite onboarding processes including 2 forms for Salesforce that automated DocuSign processes and steps within client cases to increase efficiency and productivity.

**University Bookstore Director, Edmonds College 2017 - 2021**

* Planned, managed, and coordinated operations within the campus bookstore while hiring, managing, and supporting a rapidly changing 10-person student team.
* Increased sales from $350,000 to $500,000+ by identifying and capitalizing on an opportunity to efficiently liquidate $1,000,000 in legacy books and analyzing P&L to optimize bookstore sales operations.
* Documented batch records for the manufacturing process and managed product history recordkeeping.
* Oversaw payroll budgeting and ensured compliance with all university bookstore policies for payroll and sales.

**Director of Business & Finance, Dakota Technology Solutions 2010 - 2018**

* Led the planning, design, and execution of business transformation initiatives to capitalize on new business and sales opportunities and drive the performance, profitability, and growth of an exclusive SaaS provider.
* Built the UX department from the ground up while establishing HR, training, and project management processes and procedures from scratch.
* Drove the automation of shipments for physical orders and digital downloads, introduced customer email notifications, and outsourced tasks to reduce costs, maximize customer satisfaction, and increase efficiency and productivity.
* Oversaw process alignment to streamline workflows and optimize the efficiency of the pipeline while ensuring compliance with state and federal regulations.
* Modernized company artwork and created logos, flyers, and banners for trade shows to drive business development.