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 & HONORS

GDUSA PEOPLE TO WATCH 2019

CHARLES STREET RESEARCH MVP 2019

IBM ENTERPRISE DESIGN THINKING PRACTITIONER & COCREATOR

DRUPAL 7 & 8 SITE BUILDER

SKILLS

Adobe Creative Cloud

InVision

Sketch

Front-End Development

UX & Design Strategy

UX Research

UI Design

Design Thinking

SASS/LESS

Service Design

Bootstrap & Foundation

Drupal 7 & 8

Wordpress

Branding & Identity

Typography & Layout

WORK

Charles Street Research/Big Impact Media
DESIGN & WEB DIRECTOR   *DECEMBER 2018 / JUNE 2020*

» Managed design and development team's execution of a variety of print and web products including: websites, marketing landing pages, analytics evaluation dashboards, product branding, and book & newsprint publications
» Nurtured culture change through a collaborative approach and design thinking practices; improving interdisciplinary communications, idea development, consensus building, and product launch timeframes
» Ingrained ux and design strategy throughout the product line by way of developing user personas, business goals, surveys, user flows, priority guides, and embracing quantitative & qualitative data research methods, etc.
» Coordinated product launch and development strategy which generated $1 million in its first year, and provided a new revenue model to build upon
» Integrated experimentation, and insight platforms to continually review, personalize, measure, and test ideas to improve ux
» Established process standards for publications which increased efficiency; saving thousands in resource and development costs

Unleashed Technologies
UX PRACTICES & BRAND DEVELOPMENT LEADERSHIP   *FEBRUARY 2016 / DECEMBER 2018*

» Ran internal UX and Design Thinking workshops to inform team members on user/human centered design practices and processes
» 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, and heuristic reviews, resulting in more user-focused sites, such as the award winning UX for labtestsonline.org
» Running A/B tests through Hubspot and MailChimp platforms to validate solutions
» Worked with solutions architect to define internal needs and opportunities as it pertains to integrating stronger UX philosophies into service offerings

SENIOR DESIGNER

» 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
» Maintain 508 compliance standards in site design concepts, particularly ensuring both AA and AAA color accessibility standards are met

FRONT END DESIGNER

» Designing effective, detailed, and visually appealing web presences for clients
» Utilizing "live" wireframing to create interactive responsive website prototypes
» Manage WCAG compliance monitoring for alt and desc tag inclusion on elements
» Debugging JavaScript using Chrome Inspector, and assisting with fixes
» Creating supplemental site graphics, such as: backgrounds, icons, and banners
» Maintaining UT's development standards, ensuring smooth code merges

AIGA Baltimore
PRESIDENT   *JUNE 2017 / JUNE 2019*

» Collaborated with AIGA National to develop and execute a highly successful National Leadership Retreat hosted by AIGA Baltimore
» Developed leadership framework to be used at a national level to guide growth and inform leadership competencies of board members and designers nationally
» Maintained board morale, conducting regular check-ins and mentoring/working sessions to ensure high functioning & communicative team
» Delegating tasks, overseeing progress and execution of chapter initiatives
» Led national team for Emerge 2.0 program, facilitating design thinking sessions on user focused outcomes for design professional within their first 5 years
» Managed healthy relationships with sponsors, and partners; ensuring deliverables, and expectations are met
» Engaged frequent design thinking workshops, facilitating board and community members, as part of a human community focused chapter transformation