

# JASON BROWN

SENIOR UX DESIGNER

214.726.2864  
jason@jb3designs.com

[www.jb3designs.com/portfolio/web/](http://www.jb3designs.com/portfolio/web/)

## PROFILE

Over 23 years experience creating data-driven website designs focusing on usability and performance. I am a full stack designer capable of research, UX design, UI design and front end development.

## SKILLS

UX & UI Design  
Responsive Design  
Interaction Design  
Design Systems  
High Fidelity Prototyping  
User Centered Design  
Strategic Design  
Typography  
Personas  
Branding  
A/B Testing  
Analytics  
Agile Methodology  
Information Architecture  
Accessible Coding Standards  
Search Engine Optimization

## TOOLS

Sketch  
Adobe XD  
Zeplin  
Photoshop  
Illustrator  
HTML/DOM  
CSS/Sass/Tailwind  
Javascript/React/JSON/Node  
Adobe Experience Manager  
Wordpress  
Adobe Test & Target  
Adobe Analytics  
Google Analytics

## EDUCATION

Midwestern State University  
1997 BAAS

## WORK EXPERIENCE

### G6 Hospitality

May 2005 to present

SENIOR PROGRAMMER ANALYST

Senior UX designer for multiple hotel brands including Motel 6, Stay Studio 6 and Red Roof Inn. Transitioned through 5 complete site redesigns. Worked with multiple agencies on branding and design strategy including Code & Theory, Barkley & Richard's Group. Create original concept designs for all aspects of user interface including branding, components, content authoring, emails & promotions. Responsible for maintaining design system in Sketch & Zeplin. Present design solutions to key business stakeholders. Worked with Adobe services team at Adobe headquarters in San Jose. Code front end components in Adobe Experience Manager content management system. Problem solve UX challenges with complicated rate selections & pricing. UX designs led to industry leading conversion rates. Completed over 150 sprints in Agile methodology.

### Business Access

May 2002 to Oct 2004

SENIOR WEB DESIGNER

Redesigned a custom portal LMS website, public business site and developed a companion multimedia CD in Adobe Flash. UX design was heavily focused on usability for novice computer users taking training courses using a custom LMS portal. Created high fidelity UI concept designs in Photoshop for key executives. Researched and wrote usability test scripts and conducted test sessions with customers. Presented usability analysis to management. Implemented XML/XSL publishing solution for content management of articles. Restructured the information architecture of a 150 page LMS content management system. Coded HTML/CSS/ASP.NET to support multiple languages, dynamic user content, chat, instant messaging and bulletin boards.

### Changent Systems

Mar 2002 to May 2002

UI DESIGNER

Short term contract to redesign a web admin portal that was integrated with a traditional application, "RigTracker". Evaluated and redesigned UX flow of the task based admin "RigTracker" application. Designed custom icons in Photoshop and created "RigTracker" brand identity & presentation graphics. Coded components in HTML/CSS/APS.NET.

### ChipData, Inc.

Apr 2000 to Mar 2002

SENIOR WEB DESIGNER

Lead web designer for B2B startup company in semiconductor industry. Concepted the original user interface & information architecture for a "Web based Design Chain Management System" portal. Researched usability requirements for design engineers who search components to build semiconductor chips and electronic devices. Coded XSL style sheets to dynamically convert XML data into HTML. Designed marketing multimedia presentations & print work.

### CSI Control Systems International

May 1998 to Apr 2000

WEB & GRAPHIC DESIGNER

Redesigned the public Web site (global building controls corporation) to match the look and feel of corporate marketing literature. Increased site traffic by 1200% in only one year. Corporate website design recognized by Microsoft. Using ASP, developed and designed an extranet for resellers. Multimedia designs include trade show kiosk presentations in Macromedia Director, PowerPoint presentations for executives and sales teams. Designed marketing literature including sales brochures & technical drawings in Illustrator. Awarded CSI Vision award for excellence.