Brigham Pendleton

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SENIOR EXPERIENCE STRATEGIST / DESIGNER

Creative and accomplished product design professional with demonstrated experience defining product specifications that align with desired end user experiences. Focus on the design and execution of compelling, creative, balanced and elegant product solutions and experiences that bridge the consumers' intent and the business' objectives. Engage cross-functionally throughout all phases of product, research, and build.

CORE COMPETENCIES

Wireframing | User Experience (UX) | Qualitative Research | Quantitative Research | Web Design | Business and Digital Strategy | E-commerce | SEO | Graphic Design | Interactive Media | Sketch | Figma | Confluence | Mural | Lucidchart | Adobe Creative Suite (Illustrator | Photoshop | InDesign) | Miro | HTML / CSS | Prototyping | User Interface Design | Accessibility standards | UX Methodologies | Adaptive to new technologies | Brand Strategy

PROFESSIONAL EXPERIENCE

WORKGRID SOFTWARE   2018 - 2023
Lead Product Designer

Lead UX Product Designer for start-up software company to build from ground up the branding, strategy and design of front-end mobile and desktop digital assistant product, and the back-end admin console, including low-code app builder application.

- Collaborated with engineers, marketing, sales and leadership to deduce and prioritize product goals which streamlined a combination of shaping with Lean UX approaches to product development
- Initiated and lead user research, disseminating and employing findings into an iterative, feedback-driven products that delivered value and solid return on investment with 36% increase in adoption
- Product and feature design for multi-client platform, native mobile, desktop, intranet
- Was integral in design of products and features yielding, 47% improved engagement, and an average of $1,400 of value for each employee per year
- Designed and produced low, medium and high-fidelity mockups, prototypes and user interfaces as a part of UX process
- Instituted a cohesive design system, brand, and base for all product, admin console marketing material including the logo, website, conference swag, presentations, signage

LIBERTY MUTUAL   2015 - 2018
Senior Interactive Designer

Provided interactive and UX design and research expertise for the Information Technology department within a global Fortune 100 insurance company. Focused on innovative and creative enhancements and solutions for internal software systems.

- Designed, orchestrated and lead UX research efforts for innovative technologies including interviews, journey maps, usability studies, ethnographical studies, surveys and analysis
- Disseminated and presented results to drive prioritization strategy of solutions, design and execution
- Provided interactive design solutions for an array of departments and internal technology systems
- Helped build UX team from ground up, mentoring and coaching junior-level UX designers
- Worked closely with stakeholders, digital product managers, designers, developers, data analysts, and functional leaders of a variety of from initial meetings to final creation
- Initiated UX evangelization efforts through casual Lunch n' Learn and other presentation opportunities

Senior Communications Specialist   2014 - 2015

Supported internal communications for IT executives and departments creative concept, design and creation of an array of internal communications; print and interactive media

- Worked directly with C-level executives and stakeholders on a wide variety of marketing projects, from initial meetings to final creation
- Provided User Experience Design and Branding Design for a multitude of IT-focused internal solutions and products

CYBERGRANTS   2011 - 2014
Senior User Experience Designer

User Experience, Interactive Design and Application Design for a SAAS software company providing grant management software solutions for fortune 100 clients such as Bank of America, Verizon, JP Morgan Chase, General Electric and Boeing.

- Created a standardized system for all UX and UI components for products, applications, forms, and reports
- Designed and developed graphical components for client specific UI application needs
- Generated prototype and wireframes for products and applications

ADDITIONAL EXPERIENCE

Brigham Pendleton Design
Owner / Founder

Operated my own web design company providing creative internet solutions from brainstorming and concept development, architecting the user experience, designing interactive interfaces and design production, to overseeing code implementation and quality assurance for a wide range of clientele.

EDUCATION

UX Certificate Program
Bentley University, Waltham, MA

Bachelor of Arts (B.A.) Visual Arts
Union College, Schenectady, NY