ANTHONY BROWN

CREATIVE PROBLEM SOLVER

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EXPERIENCE

2019 → 2021   Griddy - Product Designer

- Carefully analyzed user behavior, website data, and member feedback to determine optimal user experiences
- Successfully managed all aspects of the design life cycle, including research, wireframes, prototypes, and QA
- Developed and maintained a design system that aligned all marketing and product experiences with the Griddy brand
- Increased customer acquisition and retention by optimizing conversion funnels, landing pages, and product education
- Oversaw the design of all marketing assets including, emails, website, landing pages, ads, and social media assets

2015 → 2019   Internet Brands - Visual Designer

- Leveraged data with customer feedback to design websites that focused on increasing user acquisition and revenue
- Researched and implemented new design practices that dramatically reduced production times by 75%
- Built and tested interactive prototypes to work through any potential flaws in the flow and eliminate possible usability issues
- Established an open creative environment to provide mentorship and guidance to fellow designers
- Enhanced the user engagement of several product pages on the Cars Direct website

2007 → 2015   Luxury Link - Senior Web Designer & Photo Editor

- Managed a dedicated team of web designers and photo editors, providing creative direction and mentorship
- Evaluated web analytics along with user feedback to test and optimize user acquisition and checkout funnels
- Coordinated the production of designs with product managers, copywriters, web developers, and creative directors
- Implemented improved email design strategies that boosted customer re-engagement by over 50%
- Executed the design of multiple advertising campaigns for clients like Kate Spade, Neiman Marcus, and Mercedes Benz

2004 → 2007   Weston Mason Marketing - Web Designer

- Designed custom websites and email campaigns based on specific brand and marketing requirements
- Built and tested custom email campaigns focused on driving new sales and establishing brand recognition
- Collaborated with multiple project stakeholders to ensure assignment deadlines and goals were being met
- Created custom sitemaps and detailed wireframes based on client needs and web design best practices

EDUCATION

2002 → 2004   The Art Institute of Los Angeles

- AA Degree in Graphic Design
- Dean's List Graduate Spring 2004