

Brand'ee Milton

Data-driven UX/UI designer leveraging my background in visual design to craft experiences that positively impact everyday life.

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Austin, TX (willing to relocate)

EXPERIENCE

Associate User Experience Designer, SolarWinds

Aug 2021 - Present

- Design Lead and user advocate for SolarWinds Partner Portal and THWACK Community sites, championing for ux strategy that's aligned with stakeholder requirements, user needs, and business goals.
- Fostering cross-functional collaboration among creative, engineering, and user experience teams resulting in fresh concepts, brand alignment, enhanced consensus, and reduced churn.
- Successfully led the ux team through a sitewide accessibility audit, completing 85 tickets in 6 weeks, achieving AA and AAA accessibility standards.
- Redesigned the THWACKCAMP10 landing and registration page, driving a 5% increase in day one attendance and a 7% increase for day two YOY.

Creative Manager, Goodwill Central Texas

Dec 2018 - Aug 2021

- Managed digital and print deliverables across 35+ stores and 5 business lines within a \$2 million budget. Coordinated 7 seasonal omni-channel marketing campaigns annually, ensuring timely delivery and adherence to budget constraints.
- Led a cross-functional team of 8 in creating the highest revenue-earning Halloween Marketing campaign in company history.
- Collaborated with SVP of Marketing Communications on the environmental design for the Goodwill Career & Technical Academy (GCTA) Educational building and the new website, driving increased engagement and enrollment.

Art Director (Contract), Dell Technologies

Jan 2018 - Dec 2018

- Crafted high-impact, high-visibility assets spanning digital and print ads, infographics, reports, and presentations.
- Developed visual identity systems for production teams to utilize when creating on-site assets for large-scale events such as Analyst Day and DWEN Summit.
- Collaborated closely with copywriters, project managers, and fellow art directors to cultivate impactful messaging and establish compelling design concepts enabling stakeholders and executives to make informed decisions.

Graphic Designer, Goodwill Central Texas

Aug 2014 - Dec 2017

Successfully managed and executed a diverse portfolio of over 200 projects and events annually. Spearheaded a comprehensive digital marketing transformation initiative, resulting in heightened brand visibility, awareness and an increase in donations.

EDUCATION

BFA Visual Communication Design, The University of Texas at Arlington

Cum Laude, Minor in Business Administration, May 2014

UX Design Certification, General Assembly

2019

UX Design Circuit, General Assembly

2019

HTML, CSS & Web Circuit, General Assembly

2017

TOOLKIT

Design

UX/UI Design
Interaction Design
Visual Design
Brand Design
Web Design
Design Strategy
Site Mapping
Data Visualization
Wireframing (Low & Hi-Fidelity)
Prototyping (Physical & Digital)
Rapid Iteration
Qualitative Analysis
A/B Testing
User Journey Mapping
Information Architecture
Design Systems
Brand Guidelines

Software

Figma / Sketch
Invision
Adobe CC (Illustrator, Photoshop, InDesign, After Effects)
Basic HTML/CSS
Miro
JIRA / Asana / Basecamp

ACHIEVEMENTS

Co-Lead for People of Color Group

SLC Group, SolarWinds
2024

Promote Yourself: The Power of the Business Card

Sun Country Bikes Business Card,
HOWdesign
2016

Student Silver ADDY Award Winner

The Cultured Cup Website Redesign,
AAF Dallas
2014