



G BRANDON ALLEN

☎ 360 820 5499
✉ brandon@gbrandonallen.com
🌐 gbrandonallen.com

EDUCATION

Western Washington University
516 High Street, Bellingham, WA
Bachelor of Arts - Graphic Design

SKILLS / PROFICIENCIES

UI/UX Design
Wireframing
Prototyping
Visual Design
Branding
Front-End Development

PROGRAMMING

HTML
CSS
JavaScript
jQuery
PHP
WordPress
HubSpot
Shopify

APPLICATIONS

Sketch
Figma
InVision
Adobe Creative Suite
MAMP
CodeKit
Visual Studio

REFERENCES

John Wantz
FTW LAB - Technologist
949 903 8603

Micah Bobbink
Variant - Managing Partner
360 920 5612

Jeff de Ruyter
Pendo.io - Vice President
New Business, Adopt, FS&I
206 617 2969

PROFILE

- ▶ Designer with extensive experience working in visual design and front-end development
- ▶ Multifaceted creator with a skill set focused around UX/UI and branding
- ▶ Innovative thinker with the ability to identify and distill key audiences
- ▶ Clear communicator that can effectively integrate with both design and development teams
- ▶ Collaborative contributor with teams and brands of all shapes and sizes
- ▶ Lifelong learner motivated by current trends and technologies

EXPERIENCE

UX Designer

Step Ladder (Amazon Contractor) - Seattle, WA
April 2022 - June 2022

- ▶ Worked as a contractor with Amazon on the Books Design Team (Guide Pod)
- ▶ Developed end-to-end CX around email subscription onboarding
- ▶ Conceptualized a new robust email templating system for the Customer Lifecycle Team
- ▶ Collaborated with multiple teams to develop a consistent CX around credit reminders

Principal / Creative Director

Decode Creative - Bellingham, WA
March 2015 - April 2022

- ▶ Designed and implemented UX/UI and developed front-end systems for websites for multiple brands and audiences
- ▶ Created and produced a broad range of print and digital assets for myriad brands including those inside the healthcare, financial, outdoor recreation, and food service industries
- ▶ Recruited and managed multiple contractors on numerous projects that resulted in award-winning deliverables

Senior Designer / Creative Director

Variant - Bellingham, WA
April 2017 - December 2019

- ▶ Oversaw and art-directed teams that conceptualized design systems and assets for brands
- ▶ Implemented UX/UI and front-end development of websites for multiple brands and audiences
- ▶ Led the UX/UI and front-end development process for an internal project resource management application for a healthcare IT team

UX Designer

Comr.se - Seattle, WA
September 2015 - April 2016

- ▶ Managed a full product design cycle including the merchant dashboard, website, developer portal and onboarding wizard
- ▶ Strategized, designed, and executed the UX/UI for a multi-channel, fully transactional ad unit
- ▶ Strategized, designed, and executed the UX/UI for a native storefront environment
- ▶ Conceptualized and built the end-user customer experience

Senior Designer

Superfeet Worldwide - Ferndale, WA
August 2012 - March 2015

- ▶ Designed and implemented visual strategy for multiple brand assets
- ▶ Worked with sales and design teams to develop international sales and educational assets
- ▶ Created supporting print and digital materials for multiple product launches

Senior Designer

Baron & Company - Bellingham, WA
October 2007 - August 2012

- ▶ Designed and implemented visual strategy for multiple brand assets
- ▶ Worked with sales and design teams to develop international sales and educational materials
- ▶ Worked with the marketing team to create supporting print and digital materials for multiple product launches