



Product Designer + Creative Director

Enterprising design leader with success creating intuitive user experiences and delightful design solutions that drive revenue. Innovative designer with a knack for using data analysis to create accessible, human-centered digital products and data visualizations that drive audience engagement. Strategic, curious, and creative thinker with the leadership, production design acumen, and outside-the-box design thinking requisite in creating innovative digital ecosystems using visual storytelling. Skilled at complex problem solving, cross-functional collaboration, exceptional communication, and cultivating lasting partnerships and loyal teams.

SKILLS

Design

User Experience Design (UX)
User Interface Design (UI)
Design Systems
Data Visualization
Interaction Design
Prototyping
Creative Direction
Visual Storytelling

UX Strategy

Design Strategy
Audience Research
Personas
Discovery Workshops
User flows
User Journeys
Content Mapping
Information Architecture
Surveys
Landscape Analysis
Collaborative/Rapid Wireframing
Usability Testing
Data Analytics Analysis

EDUCATION

Maryland Institute College of Art, Baltimore, MD

Bachelor of Fine Arts in
Graphic Design

Fachoschule Schwaebisch Hall, Germany

Semester Abroad, focusing on
digital arts

PROFESSIONAL EXPERIENCE

Lead Interactive Designer, McKinsey and Company [Global, Sept 2021 – Present](#)

Direct user experience (UX), visual design and storytelling of interactive articles and digital products in the publishing department of this global consulting firm. Collaborate across a cross-functional team of product managers, engineers, writers/editors, data scientists, analysts, art directors, and key stakeholders to create user scenarios, wireframes, visual prototypes, workflows, and otherwise guide the end-to-end production of immersive, digital experiences. Use market research, design systems, and branding to visualize data in a React.js ecosystem for browser-based and native app platforms. Serve on the leadership committee to steer strategic planning and establish best practices that increase the efficiency of workflows.

- Originated publishing's first D3 interactive data visualizations based on data analysis, which engendered a department-wide culture of innovation and ideation.
- Designed 12+ reusable modules that increased the speed and efficiency of content creation and continuous improvement initiatives.
- Implemented new data visualization, UX structure, and storytelling best practices to push audience engagement, resulting in 100–200K+ views per launch and over a dozen design awards.
- Constructed systems to expedite design by instituting development tools focused on cross-functional collaboration, quality assurance (QA), onboarding support, and project retrospective frameworks.
- Developed and conducted a series of workshops with a focus on goal setting that improved collaborative processes.
- Championed accessibility and awareness on the Reach and Engagement Committee by updating best practices and guidelines; promoting empathy through presentations; providing individual guidance; and mentoring designers to foster discovery, team building, and analysis.

Director of Design, ThinkShout [Portland, OR, Apr 2016 – June 2021](#)

Oversaw creative direction and strategic planning of the design team. Led the design practice—advocating for design quality and best practices—for a 40-person cross-functional team to produce award-winning websites, digital products, and design systems for clientele in the nonprofit, healthcare, and higher education industries. Employed data analysis, UX research, and usability testing to develop strategy and products. Created workflows and interactive wireframes to establish user pathways, content hierarchy, taxonomy structures, and technical integrations. Collaborated with clients, designers, engineers, and content developers to research and create UX and UI digital solutions that lay out variable states, design patterns, and assets, including interfaces, interactions, design systems, data visualizations, and documentation. Built consensus among stakeholders to translate client vision into optimized brand assets and accessible digital applications.

- Designed a package of ongoing flagship products for Southern Poverty Law Center (SPLC) that included the platform, the Sounds like Hate podcast, and a Hate Map, an interactive map that tracks 800+ hate groups across the US, the launch of which resulted in a 370% increase in page views.
- Developed a platform for Learning for Justice that saw a 50% increase in registrations and another for Lehigh Valley Health Networks (LVHN) that dramatically simplified a complex data structure for a user-centered UX, resulting in a 25% increase in user engagement.

Vicki Brown
Product Designer +
Creative Director

TECHNICAL PROFICIENCIES

WCAG Accessibility Audits
Functional and Design QA
Asset Optimization

Knowledgeable Languages

HTML, CSS, JS, PHP CMS; React, D3

Tools

Figma
Sketch
Abstract
Invision
Adobe CS
Keynote
Zeplin
Mural
Miro
Ceros
Github
Asana
Airtable
Jira
Trello
Microsoft Office Suite
Google Suite

Leadership

Leadership / Mentorship
Project & Stakeholder Management
Public Speaking
Writing

SPEAKING ENGAGEMENTS

2022 McKinsey and Company
[DEI and Accessibility](#)

2020 The World Bank Presentation
[Accessibility - 3 Key Ideas](#)

2020 Nonprofit Technology
Conference
[Accessibility for Teams in a Hurry](#)

2019 Design Week Portland
[Design for Everyone, Accessibility
and the Web](#)

2018 Design Week Portland
[Design for Good, Panel Curation](#)

2018 Digital PM PDX
[Working with Designers, Panel](#)

2018 American Advertising
Federation
[Maximizing Impact, Lessons for
Nonprofit UX Design](#)

2017 Design Week Portland
[Design for Good](#)

- Cultivated LVHN client relationship over a 5-year period by focusing on transactional UX strategies, providing brand consistency, detailed design system governance, and long-term vision throughout the multi-million-dollar ongoing partnership.
- Partnered with an accessibility architect to provide prioritization services to clients updating the accessibility of their products, leading to a 42% decrease in errors.
- Reduced build investment time by 20% by formalizing new methodologies and design systems that implemented sustainable approaches and cost-containment initiatives to optimize UX needs.
- Directly managed and mentored a mid-level designer on to a senior role using iterative goal setting and creative guidance.

Art Director, Fionta [Washington DC, Feb. '07 – Apr '16](#)

(Formerly Little B 2007-2012, Formerly Confluence Corp 2012-2016)

Led digital product design, advertising, campaign, and brand development by designing cohesive initiatives to appeal to a target demographic at this digital consultancy. Mentored a small team of designers, contractors, and interns. Determined UX and design best practices and policy and contribute to project estimates. Consulted directly with clients in order to integrate requirements and qualitative research into interactive wireframes and interface designs.

- Planned and executed a digital and print campaign for the National Association of Home Builders that was a leading revenue generator for 6 straight years.
- Created award-winning digital designs for clients like PFLAG, National Association of Home Builders, and Enterprise Community Partners.
- Implemented responsive design practices to the UX and design processes and tools such as Zeplin and Sketch to remain competitive amid emerging technology and market trends.
- Adopted an agile approach to designing larger systems paired with live prototyping and client interaction.
- Mentored junior designer on to a senior role using strategic frameworks and creative guidance.

Creative Director, Vicki Brown Design [Feb '07 – Apr '16](#)

Evaluated marketing needs to produce digital, print, and branding to a variety of small businesses, nonprofits, and local governments.

- Hired cross-functional project teams for complex digital products like MyHIVClinic, an online HIV treatment resource for physicians across the globe.
- Produced a range of digital and social campaigns for Washington DC Department of Health to curb the spread of HIV within the District.

HONORS & AWARDS

Webby

2022 Bronze Winner Anthem Award, World Resources Institute
2017/2018 Official Honoree, Teaching Tolerance

Muse Awards

2022 Gold Winner, McKinsey and Company,
Great Attrition Interactive Quiz

AVA Digital Awards

2023 Platinum Winner, McKinsey for Kids
2023 Platinum Winner, Digital Twins
2023 Gold Winner, 2022 Year in Review

W3 Awards

2015 Barker Adoption Foundation website
2014 Arlington Independent Media website

IMA Website Awards

2015 NRDC Energy Efficiency for All
2014 NAHB International Builders' Show®
2014 Gerontological Society of America

Association of Marketing & Communication Professionals Website Awards

2016 Platinum Award, Technoserve Annual
Digital Report
2016 Gold Award, Organic Trade Association

Graphic Design USA

2015 LA Food Bank Hunger Facts Infographic
Report
2015 NRDC Energy Efficiency for All
2014 Arlington Independent Media