

BRANDON PROFF

UX / UI / DIGITAL DESIGNER

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ABOUT

I am a Denver based user-centered problem-solver and designer – creating successful and beautiful interaction and interface designs for actual humans! Following best practices, leading usability and user feedback sessions, contextual user interviews, and iterative design sprints, I collaboratively work with customers, product managers, developers, and systems to solve problems for clients and customers.

I am passionate about collaborating, co-designing, and co-laboring for a consistent and seamless experience across the web, mobile, and real life contexts.

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EXPERIENCE

CREATIVE DIRECTOR

Our Mutual Friend Brewing | Mar 2012 - Jan 2017

Manages all of the creative content, including the website, social media campaigns and collateral, merchandise, events, taproom interior design and art curation. Defines and maintains the brand and creative strategy, implements processes and works with various creative resources to execute new creative and marketing initiatives for promoting and generating business.

SENIOR DIGITAL DESIGNER

Beatport | Mar 2015 - May 2016

Responsible for the creation of all design, including internal communications, merchandising, marketing email campaigns, executive presentation decks, logos, and icon design for web and print media.

SENIOR DIGITAL DESIGNER

Intelligent Demand | Feb 2014 - Mar 2015

Responsible for the creation of all visual design, including typography, storylines, logos, and icons design for web and print media. Collaborated and coordinated with strategists and writers to ensure the visual design fully leveraged the strategy, communicated the desired message, and functioned successfully for varying technical and performance specs.

UX DESIGNER

DigiData | May 2010 - Feb 2014

Developed intuitive and functional interfaces and user experiences, branding, layouts, style guides and logos design for product suite. Did User research and testing, user flows and sitemaps, content strategy, sketching, wireframing, prototyping and visual design/layouts.

GRAPHIC DESIGNER

Suburban Home Records | Dec 2008 - May 2010

Responsible for the creation of all in-house design, including (but not limited to) logos, album layouts, merchandising, print and digital marketing campaigns, promotional materials, and press materials for label and artist use.

GRAPHIC DESIGNER

Equal Vision Records | Jan 2007 - Feb 2008

Responsible for the creation of all in-house design, including (but not limited to) logos, album layouts, merchandising, print and digital marketing campaigns, promotional materials, and press materials for label and artist use.

SKILLS

Strategy 

Research 

Usability 

Prototyping 

Interface 

Illustrator 

Photoshop 

Indesign 

Word 

Powerpoint 

REFERENCES

Jim Russo | VP of Engineering at DigiData
jimrusso54@gmail.com

Rachel DiPalma Chodkowski | Brand Manager at Beatport
rachel.dipalma@gmail.com

Ryan McNeal | Cloud Operations Manager at Oniqua
mcnealry@gmail.com

EDUCATION

● **USER EXPERIENCE**
Springboard.com | Nov 2016 - Feb 2017

● **BACHELOR'S DEGREE**
Metro State | Aug 2001 - Jun 2006

● **GRADUATED**
Smoky Hill High School | Aug 1998 - May 2001