

Donna Brown

NOTEABLE

PRODUCT DESIGN

User Flows
Journey Maps
Wireframes
Information Architecture
User-Centered Design
Accessibility Focus

COOL STUFF



NN/g Certified:
Interaction Design



Stanford Online
ML/AI Course



Patent Holder:
Number: 9,843,478



Creative. Resourceful. Innovative.
Forward thinking. Committed.
Meets deadlines. Team player.
Detailed and results oriented.
Good sense of humor. Nimble.
Passionate. Pixel-perfectionist.

DIFFERENTIALS

- > Proven ability to lead design initiatives across varying levels of complexity and ambiguity
- > Strong perspective on how individual projects fit within and influence the broader product and LOB ecosystem
- > Track record of delivering elegant solutions to complex design challenges; named patent holder
- > Deep belief in user-centered design as a driver of both product strategy and execution
- > Highly effective collaborator in cross-functional teams
- > Clear, confident communicator who builds trust and alignment among stakeholders
- > Champion of accessibility, ensuring products and features meet established A11y standards

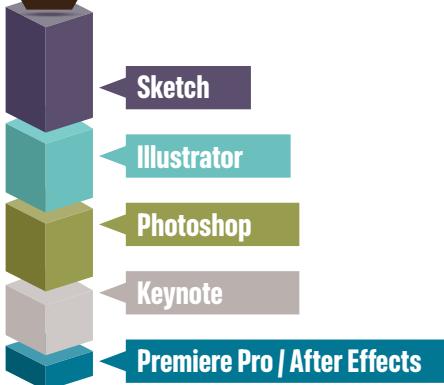
IN A NUTSHELL

Accomplished **Principal Product Designer** with **18 years** experience in **Experience, UX/UI and Visual Design** specializing in **Enterprise** software. Able to **strategize** and **collaborate** with stakeholders and development teams to help drive innovation and transform product requirements into beautiful **user centered** and **intuitive experiences**. Highly skilled in creating end-to-end **wireframes** of user flows and **visual design** specs. Thrives in fast-paced, **agile** or **waterfall** environments. Excels in working with **cross functional teams**.

[JOB HISTORY: PAGE 2]



TOOLKIT



PERSONALS

Lover of dogs, technology, cooking and movies. Beekeeper. Clay wrangler. Aspiring writer, travel photographer and guitar phenom.

GEEK!



EDUCATION

University of Houston // BA in Journalism



WEBSITE

<http://do2na.com>

Donna Brown

“*Make UX intuitive, you will.*
~ Yoda”

➤  UX@do2na.com /  512.461.9054 /  <http://do2na.com>

PRINCIPAL PRODUCT DESIGNER / MANAGER / PM

Apple 2017 – Present

- **UX DRI/Owner** for multiple enterprise-level internal tools tailored to specific lines of business
- Demonstrate **leadership** by spearheading and launching major UX initiatives within business vertical
- Develop **user personas** and **journey maps**; conduct design feedback sessions to refine solutions
- Craft and deliver impactful **Keynote** presentations to align stakeholders and senior leadership on UX strategies
- Conduct in-depth **analyses** and **heuristic reviews** to enhance the usability of application designs
- Facilitate user **roundtables** to **gather insights** on workflows, pain points, and design feedback
- **Collaborate** with product managers, business stakeholders, and users to clarify and influence requirements
- **Partner** closely with development PMs and teams to align on priorities, resolve gaps, and address edge cases
- Design detailed, annotated **wireframes** and **user flows**, including development of **style guides** and **assets**
- Ensure **accessibility compliance** by actively engaging with the Accessibility team
- **Support broader BHU initiatives** by partnering with PMs across teams to provide UX guidance and expertise
- Assisted in annotating and implementing a **Machine Learning model** into Apple's CRM
- Able to craft detailed **user stories** and development **requirements**; filling in as **Project Manager** as needed
- **Manage** and **mentor** UX designers and illustrators

LEAD PRODUCT DESIGNER

General Motors 2016 – 2017

- Lead UX Designer on centralized UX team working closely with development teams and business stakeholders to ensure usability and WCAG accessibility are at the center of the development process
- Created a fully interactive Axure prototype of a newly strategized, redesigned and architected dealer facing tool; demonstrated the new UI and workflows to key business stakeholders, dealer executives and senior GM leadership to high praise and buy-in
- Mentored junior designers by collaborating and providing feedback and insights on strategies and deliverables

SR. PRODUCT & VISUAL DESIGNER

Dell, Inc. 2013 – 2016

- Key player in driving the UI design, usability and functionality for a high-profile enterprise applications
- Collaborated and strategized with cross-functional teams to gather requirements and integrate business objectives and technical constraints with customer needs
- Executed consistent and reusable usability patterns, design principles and best practices
- Highly skilled in the production of high fidelity wireframes and functional Axure prototypes
- Provided support to engineering development teams and design implementation through user flows, detailed UI walkthroughs, and SPECS
- Contributed to testing effort by planning testing cases, observing sessions and presenting findings and recommendation
- Patent Owner for new feature (“Template Builder”) within converged infrastructure application

SR. VISUAL DESIGNER

BMC Software 2007 – 2013

- Created visually engaging high-fidelity, pixel-accurate comps of full UI screens, user flows, features, and/or individual components on varying platforms including for desktop, web and mobile applications
- Designed interface for award-winning iOS (iPad) mobile application
- Partnered with front-end developers and prepared annotated screen specifications to ensure consistency and quality of visual standards

2017

2016

2013

2007

-30-