



Brendin Crandall

UI/UX Designer

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 brendincrandall.com
 Seattle, Washington

- | UX Skills | Tools |
|----------------------------|-----------------|
| • User Research | • Sketch |
| • Task Analysis | • Illustrator |
| • Information Architecture | • After Effects |
| • Personas | • Premiere Pro |
| • Journey Maps | • Photoshop |
| • User Testing | • Invision |
| • Wireframing | • Balsamiq |
| • Prototyping | • Prott |

Achievements

2017 GEM Awards
Regional Consumer Campaign
- Strategy & Project Management

2015 BYUI Non-profit Grant
Raised Funds for Snake River Cancer Alliance to Create Kits.
-User Research & Product Design

2009 Eagle Scout
Emergency Supplies
-Time management & Attention to Detail

Profile

UX Designer driven by usability and dedication to overcoming user problems with executive-level account management experience. Strong business acumen and design skills to objectively create the right solution to make businesses successful and increase user satisfaction.

Experience

CareerFoundry Seattle, Wa
User Experience Design Student 2018-2019

- Design an intuitive app that helps users get answers from experts, several rounds of user testing on navigation, layout, and content were conducted and resulted in a user-centered design.
- Designing a pixel perfect app efficiently, low-fidelity paper mockups were tested and iterated on to iron out major details that made the final design faster to make on Sketch.
- Prototype can be viewed at invis.io/9CPVTNDG8PX.

Crandall Advertising Agency Seattle, Wa
Account Executive/Editor 2017-2019

- Consulted with several clients to understand their unique challenges and created custom solutions that fit their budget.
- To create a stronger brand for an advertising boutique a website and other materials were designed and for consistency, a style guide with documentation was created.
- Listened to client's goals and objectives and designed several TV commercials that increased leads.

BYU-Idaho Advertising & Marketing Office Rexburg, Idaho
Channel Assistant 2014-2017

- User feedback was needed for new advertising channel and so user research was conducted and presented to stakeholders that resulted in changes that increased student viewership and satisfaction.
- Collaborated with another team to programmed and designed campus-wide emergency alerts and a weather app for the campus-wide video network.

Education

Certified UX Designer 2018-2019
CareerFoundry

- 600+ hours of training with industry-leading mentors; which was designed by experts from companies like Apple and Amazon
- Focused on data-driven UX methodology with a comprehensive, hands-on training spanning from user research and user journeys to information architecture, wireframing, prototyping and conversion rate optimization
- Developed several real world projects during the course, using software such as InVision, UXPin, and Sketch

Bachelor of Science-Communications 2013-2017
Brigham Young University-Idaho