



# Damien Brown

[www.dabrown.co](http://www.dabrown.co) // Maple Grove, MN.

## SUMMARY

As a user experience UX professional with 20+ years in finance, health & wellness, and retail marketing, I use my expertise to solve business problems and improve product experiences. I'm a highly self-directed leader who thrives on cross-functional collaboration and high-level strategy. I also bring deep technical proficiency with industry-standard knowledge and methodologies, enabling me to guide businesses by translating complex high-level initiatives into intuitive digital products that drive user engagement and measurable business growth. In my free time, I enjoy staying active, learning new skills, and spending time with my wife and our dog, Bentley.

## SKILLS, TOOLS, & CORE COMPETENCIES

**Design & Prototyping:** End-to-end product UX, Figma (design systems, components, auto-layout, design tokens), user architecture, Adobe Creative Cloud (Photoshop, Illustrator), interaction design & prototyping

**Research Methods:** Usability testing, user interviews, journey mapping, heuristic evaluation, A/B testing

**Process & Collaboration:** Agile/scrum, sprint design, stakeholder alignment, design thinking facilitation, Jira, Confluence

**Technical:** HTML, CSS fundamentals, working knowledge of front-end constraints

**Platforms:** iOS, Android, responsive websites

## PROFESSIONAL EXPERIENCE

### Senior User Experience Designer

*Aug 2022 - Present / Minneapolis Federal Reserve Bank / Minneapolis, MN*

- Drive end-to-end UX for multiple high-visibility initiatives for the U.S. Bureau of Fiscal Service, from discovery through delivery in an agile environment
- Lead the direction for managing and scaling centralized component libraries (using Figma and design tokens) to ensure cross-platform consistency
- Design and execute usability test plans for moderated and unmoderated tests and synthesize insights by translating qualitative findings into prioritized, actionable design requirements
- Collaborate across teams during sprint cycles, maintaining documentation standards within Jira and Confluence
- Ability to navigate the unique hierarchy of a regulatory institution to build consensus across diverse departments

### Senior UX Product Designer

*Aug 2021 - Jul 2022 / BI Worldwide / Edina, MN*

- Served as UX subject-matter expert across digital product portfolio, influencing design strategy and release launches
- Defined project scope and timing by working with cross-functional teams, product owners, engineers, and business development around a unified design direction and strategy for Project Evergreen
- Developed design system artifacts to adhere to governance standards by establishing repeatable UX processes and frameworks that improved design quality and team velocity across sprint cycles

### Personal Trainer

*Oct 2018 – Aug 2021 / Life Time Fitness / Plymouth, MN*

- Designed individualized client programs grounded in assessment data, balancing safety, goal alignment, and measurable progress, a methodology directly transferable to user-centered design
- Built trusted, long-term client relationships through consistent communication and empathy; maintained detailed documentation for each client
- Drove program enrollment through consultative selling, consistently exceeding personal training revenue target

### **UI Designer**

*May 2018 – Oct 2018 / Lift Brands / Chanhassen, MN*

- Designed the full UI pattern library for the Snap Fitness mobile application, establishing reusable components that ensured visual consistency across iOS and Android
- Delivered wireframes, interactive prototypes, and creative direction to stakeholders, earning buy-in at the executive level
- Partnered with the engineering team during UX design reviews to ensure product owner requirements aligned with final product deliverables

### **Visual UX Designer (Consultant)**

*Mar 2018 – Apr 2018 / Christopher and Banks / Plymouth, MN*

- Developed the corporate brand standards guide, unifying visual identity across marketing channels and digital touchpoints

### **UX/UI Designer (Consultant)**

*Oct 2016 – Feb 2018 / Sleep Number Corporation / Minneapolis, MN*

- Designed and delivered promotional marketing materials for various social media platforms, designed to drive inbound traffic directly supporting conversion optimization and sales goals
- Partnered with channel owners to increase ROI and engagement for seasonal promotional campaigns during new product launches
- Presented website and mobile creative strategy work to senior directors and key stakeholders, driving executive alignment and influencing product direction

### **Art Director**

*Apr 2014 – Oct 2016 / Collegis Education / Minneapolis, MN*

- Led strategic UI/UX creative direction for the organization and its partner institutions, driving student enrollment through high-converting paid media campaigns and website redesigns
- Managed, mentored, and developed junior designers through structured one-on-ones, peer reviews, and intern hiring while building a culture of design excellence

## **LEADERSHIP & COMMUNITY**

**Toastmasters International:** Minneapolis Area Chapter

- Led membership recruitment, onboarding, and retention strategy for the Minneapolis Federal Reserve club to grow member engagement
- Facilitated meetings and professional development initiatives that focus on building public speaking and leadership skills across a diverse professional community

## **EDUCATION & CERTIFICATIONS**

**B.A., Graphic Design:** Maryland Institute College of Art (MICA)

**Interaction Design Foundation** (accredited): Conducting Usability Testing, Mobile UX Design, The Practical Guide to Usability, User Research Methods & Best Practices, Gestalt Psychology & Web Design, Creativity: Methods to Design Better Products and Services