

Ross Brown

SUMMARY

I create elegant, effective visual language. My passion for design, technical skills, and big-picture, critical thinking make me a valuable asset to any brand or design project.

TECHNICAL SKILLS

- > Photoshop
- > Illustrator
- > Sketch
- > InDesign
- > Custom Lettering
- > Logotype Design
- > HTML, CSS, SASS, LESS
- > Responsive Web Design
- > UI/UX Prototyping
- > Sublime Text
- > Moderate javascript, jQuery
- > Video Production
- > Email Marketing Services
- > Git
- > Mac & Windows Proficient

COMMUNITY ASSOCIATIONS

Austin Runners Club

Active runner, member since 2012

2014-15 Board of Directors - Information Services

> Directed and designed new brand identity for the club.

Rufftail Runners at Austin Pets Alive!

Volunteer Dog Runner, Desk Clerk from 2014-15

EDUCATION

University of Nebraska - Lincoln, NE

Bachelor of Fine Arts (Concentration in Design)

REFERENCES AVAILABLE UPON REQUEST

WORK EXPERIENCE

Senior Web Designer @ The Arbor Day Foundation

Lincoln, NE, Austin, TX (remote)

January 2009 - March 2010, June 2011 - Present

- > Lead sitewide redesign for arborday.org resulting in 23% more pageviews and 3% more in time on the site.
- > Championed responsive design and front-end development using web standard HTML, CSS and javascript across the site leading to 2x more revenue on mobile.
- > Collaborate with clients to support their business goals while advocating for the overall brand and user experience.
- > Produce various web communication components including custom maps, videos, and email campaigns for stakeholders.

Freelance Web Producer @ Signature Styles

New York, NY

March 2010 - November 2010

- > Produced site content and email campaigns for company brands: *Spiegel*, *Newport News*, and *ShapeFX*
- > Introduced production methods to increase compatibility with mobile media (HTML5 & CSS3)
- > Built and examined digital catalogs for quality assurance

Graphic Designer @ Ayres

Lincoln, NE

February 2008 - July 2008

- > Worked with creative directors, writers, and account managers to design collateral from concept to completion
- > Designed and prepared for production: brochures, newsletters, direct mailers and web advertisements
- > Maintained websites for agency clients