

Brandi Jones / SENIOR DESIGN EXPERT

CONNECT /

PORTFOLIO

pixelswithpigtails.com

EMAIL

brandi.christine.jones@gmail.com

PROFESSIONAL

linkedin.com/in/jonesbrandi

PHONE

479 970 8864

EDUCATION /

BACHELOR OF SCIENCE

ARKANSAS STATE

Digital Media & Design degree with a minor in printing

DEVELOPMENT

DESIGN CONFERENCES

Adobe MAX, San Francisco UX Week, Smashing Conference

SKILLS /

- Design & UX strategy lead
- Managing and teaching
- Project management
- Figma and Canva
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Accessibility-thinking
- Front-end development
- Drupal and WordPress
- Cross-functional comms
- Constant curiosity!

ABOUT /

If you're searching for an empathetic, responsible design leader, look no further. My design experience spans 20 years of professional expertise leading creative, coding and pattern-driven web and print projects, while also managing and mentoring colleagues and junior team members on best practices. My passions are clean, minimal design, and using CSS/Sass in responsive Drupal and WordPress theming. I champion accessibility in all of my work. Clear, transparent documentation and communication are very important to me, so Basecamp, Slack, Trello and any type of Kanban systems are my friends. Based in MD/DC.

EXPERIENCE /

ENVIRONMENTAL DEFENSE FUND (EDF)

SR. SPECIALIST, DESIGN & THEMING / 2012 to 2023

Collaborated with an internal team of over 40 digital production experts, overseeing and improving EDF's primary Drupal web presence, WordPress microsites and social media. In short, we served as an in-house agency.

- Led an entire EDF.org UX redesign, optimizing for enhanced conversions
- Researched, populated, managed and launched new online branding hub
- Designed extensive set of Canva and Photoshop social media templates
- Created EDF.org living style guide for grab-and-go layout code snippets
- Ran complex project to improve living style guide UX funnels and resources
- Trained staff to better design social media graphics, increasing engagement

PIXELS WITH PIGTAILS

OWNER AND FREELANCER / 2012 to PRESENT

I undertake freelance design projects, encompassing site mockups, builds, logo creation, brochures, marketing materials, UX research, and various other digital tasks based on client needs.

4SITE INTERACTIVE STUDIOS

CREATIVE DIRECTOR / 2006 to 2012

I spearheaded the agency's design team, overseeing the conceptualization, creation, and deployment of diverse projects spanning websites, templates, newsletters, CMS theming and traditional branding across various formats.

- Modernized and kept branding on point for overall agency presence
- Hired and managed junior designer whom I taught to theme and code
- Autonomously designed and themed tens of dozens of website layouts

Brandi Jones / SENIOR DESIGN EXPERT

CONNECT /

PORTFOLIO

pixelswithpigtails.com

EMAIL

brandi.christine.jones@gmail.com

PROFESSIONAL

linkedin.com/in/jonesbrandi

PHONE

479 970 8864

EDUCATION /

BACHELOR OF SCIENCE

ARKANSAS STATE

Digital Media & Design degree with a minor in printing

DEVELOPMENT

DESIGN CONFERENCES

Adobe MAX, San Francisco UX Week, Smashing Conference

SKILLS /

- Design & UX strategy lead
- Managing and teaching
- Project management
- Figma and Canva
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Accessibility-thinking
- Front-end development
- Drupal and WordPress
- Cross-functional comms
- Constant curiosity!

RECOMMENDATIONS /

MICHELE MELENDEZ

DIRECTOR, BRAND DIGITAL CONTENT at EDF

Brandi is a talented designer and a master teacher. She's always willing to explain why something works – or doesn't – in ways non-designers can understand.

She's patient and thoughtful, and she's a skillful problem-solver. I appreciate her willingness to listen and carefully consider other perspectives. Plus, she has a fabulous sense of humor. When I work with her, I know we're going to create something terrific and have fun in the process.

HALEY PARMELEE

SOCIAL MEDIA SPECIALIST at NATIONAL NURSES UNITED

Brandi's overseen web refreshes with grace and created a beautiful product time and time again. On top of her demonstrated skills designing for the web, Brandi went out of her way to share her expertise with others.

I worked with her on a project to create Canva templates and design reviews for non-traditional designers. She made design principles easy to understand and accessible for all and fostered growth for everyone. Her warmth and energy are contagious, which is part of what makes her such a wonderful colleague and teacher.

AMANDA PERRY

SR. MANAGER, SALES OPERATIONS at g8POINT6 INC.

Brandi is a talented designer with the technical coding skills (CSS, Sass) and vision to execute a variety of design projects from start to finish. As a project manager, it was so easy to rely on Brandi.

Brandi thinks carefully about the user experience in all her designs, and it was clear on every project (whether custom web features, site overhauls or social graphics) that she was designing not just something beautiful but something functional for the intended audience. This attention to detail and commitment to serving our audiences helped the entire team reach our goals more effectively.

Her drive to always improve and incorporate the latest tools and insights into her work was clear each time we did a lab day. Brandi always gave insightful presentations that taught the entire team. In addition, Brandi is kind, collegial and humble. Her work ethic and her positive attitude make her a true joy to work with.