

Brandi Jones / SR. DESIGN SPECIALIST

CONNECT /

PORTFOLIO

pixelswithpigtails.com

EMAIL

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PROFESSIONAL

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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 /

- Web design & UX lead
- Managing, mentoring, teaching
- Project management
- Figma, Canva, InVision
- Adobe Photoshop, Illustrator
- Adobe Lightroom, Express
- Adobe InDesign
- Conceptual thinking
- Front-end development
- Drupal and WordPress
- Cross-functional comms
- Constant curiosity!

ABOUT /

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 as well, so Basecamp, Slack and any type of kanban systems are my friends :) Based in MD/DC. If you're searching for an empathetic, responsible design leader, look no further!

EXPERIENCE /

ENVIRONMENTAL DEFENSE FUND

SR. SPECIALIST, DESIGN & THEMING / 2012 to 2023

I worked on an internal team of savvy digital production experts. We were responsible for managing and enhancing EDF's central Drupal web presence, subsidiary WordPress microsites and social media channels.

- Scored a great 94% on my EDF.org project to plan, redesign + retheme site
- Successfully created/maintained online brand style guides + design systems
- Regularly trained staff to better design social gfx and increase engagement

PIXELS WITH PIGTAILS

OWNER AND FREELANCER / 2012 to PRESENT

I occasionally do freelance design + web development projects including site mocks and builds. I also create logo designs, brochures, marketing materials, do UX research, etc.

- Create original WordPress site designs and also develop them
- Generate branding concepts, iterations and related deliverables
- Consult on best design practices and critique methodology

4SITE INTERACTIVE STUDIOS

CREATIVE DIRECTOR / 2006 to 2012

I led the agency's design team while conceptualizing, creating and deploying projects for a variety of formats including websites, templates, newsletters, CMS CSS/JS theming and traditional branding.

- Modernized and kept branding on point for overall agency presence
- Hired and managed junior designer; also taught her to theme and code
- Autonomously designed and themed countless website layouts