

Brandi Jones • SENIOR DESIGN EXPERT

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EDUCATION

BACHELOR OF SCIENCE

ARKANSAS STATE UNIVERSITY

Digital Media & Design degree with a minor in printing

DEVELOPMENT CONFERENCES

Adobe MAX, San Francisco UX Week, Smashing Conference

TECHNICAL SKILLS

- Adobe Design Suite
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Figma
- Canva
- Wireframing
- Front-end development
- HTML, CSS & Sass coding
- WordPress build & theming
- Drupal theming
- AI Tools
- Basecamp, Slack & Trello

SOFT SKILLS

- UX & UI strategy
- Creative direction
- Art direction
- Mentorship
- Project management
- Cross-team collaboration
- Constant curiosity!

ABOUT

With 20 years of professional experience, I lead creative, coding, and pattern-driven web, social, and print projects. I also manage and mentor colleagues and junior team members in best practices. I truly love design and teaching.

My passions include clean, minimal, functional design and WordPress/Drupal design and theming. I champion web accessibility and prioritize clear documentation and communication. Based in MD/DC metro area.

EXPERIENCE

ENVIRONMENTAL DEFENSE FUND (EDF)

SR. SPECIALIST, DESIGN & THEMING • 2012 to 2023

- Led an entire EDF.org UX redesign, optimizing for enhanced conversions while collaborating across teams
- Researched, populated, managed and launched online branding hub design system while saving EDF \$10k
- Redesigned Membership online donation forms which increased donor conversions by 10%
- Trained 30+ marketing staff members, improving social media engagement by ~15% via optimized visual design

4SITE INTERACTIVE STUDIOS

CREATIVE DIRECTOR • 2006 to 2012

- Hired and managed junior designer whom I taught to theme and code while mentoring on good design
- Autonomously designed and themed tens of dozens of website layouts and kept company branding on point

PIXELS WITH PIGTAILS

OWNER & FREELANCER • 2012 to present

Provide freelance UX/UI consulting, brand identity design, and WordPress development for clients across industries