

# Brandi Jones • SENIOR DESIGN EXPERT

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## EDUCATION

### BACHELOR OF SCIENCE

ARKANSAS STATE

Digital Media & Design degree  
with a minor in printing

### DESIGN TRAINING

Adobe MAX, San Francisco UX  
Week, Smashing Conference

## TECHNICAL SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Figma
- Canva
- Wireframing
- Creative optimization
- Front-end development
- HTML, CSS & Sass coding
- WordPress build & theming
- Innovation, emerging trends
- AI technology
- Zapier, IFTTT automation

## SOFT SKILLS

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

## ABOUT

Creative leader with 20+ years of experience driving digital-first, performance-driven design across web, social, and multi-channel campaigns. Skilled in leading cross-functional teams, mentoring designers, and developing scalable design systems that blend brand storytelling with business impact. Proven ability to translate strategic goals into bold, scroll-stopping creative that elevates engagement and drives measurable results.

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