Trusted, vision-driven senior professional with more than 15 years' success in UX/UI product design in corporate and consulting roles. Innovative strategist adept in aligning technical design solutions with larger business and customer needs. Talent for leading critical research processes and translating data insights into actionable functions and features. Effective in leadership and contributor capacities; readily promote collaboration and coordination within teams and across departments.

BRANDON MCNEELY
MEDIA, PA
610. 413. 1729
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Design Process & Team Leadership

Vision & Design Concepts

Competitor & User Research

Problem Framing | Testing

Qualitative & Quantitative Insights

Brand Design & Development

Accessibility Guides & Practices

Cross-Team Collaboration

EXPERIENCE

SENIOR PRODUCT DESIGNER   PANORAMA EDUCATION | BOSTON, MA

2022 to 2023

Leveraged strategies to ensure intuitive and innovative design of digital products within enterprise SaaS edtech company, leading team in end-to-end conceptualization and build out of solutions.

- Selected to join team tasked with development of new 0-1 digital product integrating a new audience with capacity to dovetail with established comprehensive product.

- Headed development of optimized process for more streamlined product design, transforming competitive and audience insights into strategies and guiding multi-stage implementation.

- Championed use of wide-ranging research tools, ranging from competitive analysis and qualitative interviews to moderated and unmoderated testing sessions, to ensure effective data-driven decisioning.

- Selected to join innovation design sprint tasked to surface insights for specific audiences.

SENIOR UX DESIGN STRATEGIST   TAMMAN | PHILADELPHIA, PA

2021 to 2022

Served as sole member of strategy team in UX design within accessibility consulting organization, leading discovery and UX strategy sessions and creating right-fit digital solutions.

- Credited with authoring internal standards for accessibility in design and development based on WCAG industry best practices as well as internal best practices going above-and-beyond written guides.

- Supported success of major projects for Bank of America, including fostering transformation of existing B2B sales tool to better showcase value-add of solutions and improve competitive positioning and efficacy of sales team.

UX DESIGNER HOLMAN | MT LAUREL, NJ

2020 to 2021

Engaged as sole UX/UI design team member within 3K-employee global fleet management company, managing design of customer-facing apps and fleet management system.

- · Served as subject matter expert in UX design while partnering with teams across departments to develop and integrate concepts into digital business strategies.

- · Led process to revamp company visual brand elements and style guide and create initial design system to improve consistency, development time, and consumer appeal.

- · Led revamp of key appliations ranging from driver insights app to dynamic search and a new chatbot from UX strategy and research through visual design

SENIOR UX ART DIRECTOR BACKE MARKETING | RADNOR, PA

2011 to 2019

Produced web and product designs as part of 20-person marketing agency, meeting client needs for product websites and apps.

- · Spearheaded development of new logos, identity systems, style guides, and other collateral on behalf of corporations across industries.

- · Played key role in creation of successful campaign concepts, delivering solutions ranging from animated banner ads to email marketing solutions.

- · Elevated UX and design thinking mindset within the agency through planning and delivery of internal learning programs.

- · Initially onboarded as Interactive Designer and advanced to UX Art Director in 2014 before receiving promotion to senior role in 2018.

ADDITIONAL EXPERIENCE

PRODUCT DESIGN CONSULTANT   PHILLY IMPRINT| PHILADELPHIA, PA
Ethermed AI: Product design lead on an enterprise AI-based contact-tracing and risk stratification app for Covid-impacted hospitals as part of a globally-distributed early-stage start-up, spanning UX research and strategy, user flows and designs, and collaboration with CEO, development lead, and sales.
GSK: Product design lead for 2 new comprehensive health apps for lupus and asthma patients, spanning UX strategy and research exercises and artifacts, through naming, branding, architecture, and design.

DESIGNER/PROGRAMMER   SMITHWORKS DESIGN COMMUNICATIONS| WEST CHESTER, PA

DESIGN MANAGER | WEB/GRAPHIC DESIGNER   DEVON INTERNATIONAL GROUP| KING OF PRUSSIA, PA

AWARDS

Davey Award for brand guide design | Silver Addy Award for logo design | American Business Award Finalist for 'Best Creative Person' | Employee of the Quarter Award from Devon International Group

EDUCATION

Bachelor of Fine Arts, Communication Design
Kutztown University | *Earned Cum Laude honors*

TECHNICAL

Programs: Figma | Sketch | Tetra | Maze | Trello | Miro | InVision | XD | GitLab | Jira | Protopie | Justinmind | Marvel | Adobe CC (InDesign, Photoshop, Illustrator)

Languages: HTML | CSS