

# AllanMBrown

I am a UX leader with over 20 years in design spent crafting unique experiences for a large variety of industries that include railway, oil & gas, real estate, financial, automotive, fashion and more. The insight and skills fostered working as both a manager and a sole contributor coupled with diverse industry experience has helped me to translate my clients' needs into meaningful digital environments.

## Contact

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## Education

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**The Art Institute of Houston**  
Bachelors of Fine Arts  
2009-2010

**The Art Institute of Dallas**  
Associate of Applied Science  
2002-2004

## Skills

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- Human Centered Design (HCD) and Customer Focused Solutions (CX)
- Design Team Management
- Foster Collaboration and Promote Team Environments
- End-to-End Design and Strategy
- Wire Framing and Visual Design
- Information Architecture
- UX Prototyping and Testing
- Usability Research
- Product Management in an Agile Environment
- Clear Communication
- Ai Acceleration
- Empathy for the User

## Key Industries

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- Railroad
- Transportation
- Oil and Gas
- Financial
- Real Estate
- Fashion

## Work Experience

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### HCL: GAP

December 2025 – Present

Helping to shape the user experience for the Loyalty, Stores and Enterprise verticals within GAP across their 4 brands Gap, Old Navy, Athleta and Banana Republic.

- Establishing working with Ai as a rapid innovation tool (Claude and FigmaMake)
- Work with business to define the Long Range and Quarterly Planning for verticals
- Establish team operations and ways of working

### HCL: PGE

October 2024 – December 2025

Oversaw the implementation for a series of white glove product experiences within PGE+ that allow a PGE customer to consult with industry experts and have their product offerings professionally installed and supported.

- Successfully launched multiple experiences within PGE+
- Bridged the gap between UX tech and business to help translate the business vision into an achievable experience

### HCL: Norfolk Southern

June 2022 – August 2024

The creation of a suite of applications that allow for the streamlined management and maintenance of a locomotive fleet 3,200 strong, using a custom front end over a SAP back end

- Successfully led the UX team, with 2 releases in multiple locations for 3 separate products.
- Worked with senior leadership to help establish a clear vision of what timelines and impacted areas might be.

### HCL: PenFed

April 2020 – June 2022

Re-envision a digital banking platform using Salesforce as a basis and strictly adhering to the theme of "Reduce and Reuse", for a client with a member basis of 2 million and 26 billion in assets.

### HCL: Exxon

July 2019 – April 2020

Centralize and standardize the inputs and output for the identified Unconventional Drilling workflows, with a focus being on data hand off between su while maintaining date integrity.