

BRENDAN MCHUGH

UX Designer - Product Designer - UX Researcher

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UX Designer with experience in user research, wireframing, prototyping, and design systems. Skilled in improving usability, accessibility, and user engagement across web platforms. Proficient in Figma, Adobe XD, and front-end collaboration.

EXPERIENCE

Freelance UX/UI Designer, Mindful Mondays MKE (June-December 2025)

- Pinpointed website clarity issues, user experience challenges, and inconsistencies increasing membership gains and donations
- Used tools like Flowmapp and Figma to create site mapping analyses
- Created comprehensive design systems, including typography, color schemes, iconography, and UI components that align with product branding and the intended UI
- Designed low- and high-fidelity wireframes and prototypes in Figma, incorporating user feedback and stakeholder input to improve usability, validate design decisions, and streamline the product development process

Freelance UX/UI Designer, Build RVA (July-October 2025)

- Assessed website for clarity, user experience, and mission alignment
- Enhanced content, design, navigation, and accessibility through heuristic analysis, increasing user engagement and reducing clicks
- Collaborated with stakeholders and engineering teams to evaluate the current CMS, identifying pain points and opportunities for optimization.
- Conducted content inventory and site mapping to restructure pages and rewrite terminology, making the website more intuitive and user-friendly

Senior Development Design Analyst, Hanover County, VA (October 2017 - Present)

- Collaborated with cross-functional teams to design user-centered land development solutions, improving user experience and project clarity
- Created user-centered visual assets that simplify complex information, enhance stakeholder understanding, and improve overall information accessibility
- Developed and optimized project workflows to increase efficiency, adaptability, and alignment with user and stakeholder needs
- Produced detailed reports and presentations translating land development proposals into clear, user-focused narratives for diverse stakeholders
- Transformed complex zoning, engineering, and site constraints into intuitive visual workflows and interface-style diagrams to support decision-making

Development Design Analyst, Colonial Beach, VA (May 2013 - October 2017)

- Created workflows based on land design and mapping to reduce friction and improve user experience
- Simplified complex code into clear guidance through information architecture, content strategy, and user-centered communication
- Collaborated with land developers to craft proposals that align with design restraints while optimizing the user experience for all stakeholders.
- Utilized digital tools to maintain data, supporting data visualization and system design accuracy
- Delivered presentations and materials focused on accessibility, visual hierarchy, and stakeholder engagement

NOTABLE SKILLS

User Experience Design - User Interface Design - User Experience Research and Development - Typography and Color Theory - User Flows - Personas - Journey Mapping - A/B Testing - Responsive Design - Interaction Design - Accessibility (WCAG) - Agile / Scrum - Efficient and Cross-functional collaboration - Concise Communication - User Testing

NOTABLE TOOLS

Figma - Adobe XD - Sketch - HTML - CSS - Webflow - Microsoft 365 Suite - Adobe Creative Cloud

EDUCATION

Bachelor of Science, Virginia Commonwealth University, 2011

User Experience Research and Design Specialization, University of Michigan, 2024

UI/UX Design Specialization, California Institute of the Arts, 2024