

# Jaiden Brown

Interface Designer & Creative Technologist

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## EDUCATION

### B.F.A. Design & Technology

Parsons School of Design · Sep 2022 — May 2026

New York, NY

UI/UX Design & Human-computer Interaction · Dean's List

## EXPERIENCE

### O'Conner & Rodriguez, P.A.

Product Designer (Contract) · July 2025 — Present

Miami, FL

- Redesigned company website resulting in a dramatic increase in online engagement
- Worked directly with leadership to establish brand identity
- Researched the target market of ultra-high-net-worth clients to create a tailored user experience and build trust

### Orlando Economic Partnership

UX Intern · June — Aug 2025

Orlando, FL

- Designed interactive maps to present to stakeholders
- Created data visualizations for Central Florida's semiconductor engine
- Established personas to cater to the needs of individuals looking to enter the industry
- Ran data analysis on skills and jobs to gain insights on potential industry development

## SELECTED PROJECTS

### Gridlock

Product Designer

New York, NY

- Designed an app for power line repair people and teams to collaborate efficiently
- Integrated AI features to streamline user decision making in high-pressure situations
- Utilized insights to design specialized user flows.

### True or False

Product Designer

New York, NY

- Designed an AI-powered experience and social network to help journalists and information-seekers combat misinformation
- Conducted user research to gain insight on user needs and develop product strategy
- Implemented a persistent prompt bar to support many diverse user journeys.

## SKILLS

- Rapid Prototyping
- Wireframing
- User Research
- Presentations
- Cross-functional Collaboration

## TOOLS

- Figma
- Adobe Suite
- HTML/CSS
- Javascript
- Python
- Arduino
- Raspberry Pi

## HOBBIES

- Soccer
- Drawing
- Reading