

# Mike Brown

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## Professional Summary

Product & UX Designer with 9+ years of experience shaping accessible, user-centered digital products within enterprise environments. Expert in UX strategy and a proven ability to deliver solutions that lead to proven results. Adept at collaborating with engineers and stakeholders, creating engaging experiences that balance user needs and business goals. Eager to make a lasting impact and support team success in a long-term role.

## Skills

Usability Testing · A/B Testing · Analytics · Design Systems · Information Architecture · CMS Platforms · WCAG Accessibility · SEO & Conversion Optimization · Cross-Functional Collaboration · Figma · HTML/CSS · SaaS

## Experience

### Senior User Experience Designer (Contract) – Anthro-Tech, Inc.

Aug 2025 – Present | Remote

- Directed cross-functional teams in UX strategy and discovery for nonprofit and government clients, aligning stakeholder needs, analytics, and user goals to deliver scalable digital solutions.
- Collaborated closely with development to craft website experiences within CMS limitations, balancing technical feasibility, client expectations, and design excellence.
- Established cohesive brand standards and component libraries, ensuring Section 508 compliance and consistent implementation across platforms.
- Led a team of junior designers by facilitating design reviews, elevating their UX strategy, prototyping expertise, and the quality of deliverables.
- Performed user research and usability testing, turning insights into data visualizations and practical suggestions that enhanced task clarity and aligned stakeholders.

### Senior Product Designer (Contract) – Robert Half

May 2023 – Aug 2025 | New York, NY

- Conducted stakeholder interviews, mapped user journeys, analyzed competitors, and performed usability tests to uncover user needs and create AI-based workflow improvements.
- Managed the creation of WCAG-compliant components and design systems, mentoring team members and standardizing handoff processes to improve cross-team collaboration and development consistency.
- Led the Syracuse University website redesign, boosting prospective student task completion rates by 21%.
- Reworked site information architecture and navigation patterns, improving navigation efficiency by 18%.

### UX/UI Designer – Church Pension Group

Jul 2019 – May 2023 | New York, NY

- Designed a healthcare self-service portal integrated with APIs, which cut support center calls by 28% and boosted successful self-service task completion by 33%.
- Ran moderated usability testing to refine complex workflows, reducing error rates and increasing user satisfaction from 3.3 to 4.7.
- Provided scalable UI components and design specifications, cutting the design-to-engineering turnaround time, and reducing rework.

## **Multimedia Designer – K. Hovnanian Homes**

Nov 2018 – Jul 2019 | New York, NY

- Oversaw UX, UI, and visual design for marketing and web initiatives supporting brand refresh rollouts across digital and print touchpoints.
- Created responsive prototypes in Figma and optimized stakeholder feedback processes, ensuring design choices align with product and engineering goals.
- Managed print and web advertisements that targeted an audience of more than 1 million, resulting in a 16% increase in click-through rates.

## **Web Designer & Production Manager – Evan Webster Ink**

Jun 2016 – Nov 2018 | Shelburne, VT

- Defined content strategy and UX approach for client sites, improving lead capture and engagement.
- Solo developed responsive websites and brand systems, improving customer retention and web traffic.
- Provided art direction for photo shoots, resulting in captivating visuals used in various marketing campaigns.
- Supervised multiple commercial printers through bidding, art approvals, quality assurance, and scheduling.

## **Education & Certifications**

Bachelor of Fine Arts in Graphic Design and Web Development – Champlain College

Associate of Applied Science in Web Design & Digital Media – County College of Morris

Certified User Experience Specialist (CUSX) – Nielsen Norman Group

Certificate in User Interaction Design – UC San Diego