Mike Brown

Professional Summary

Product & UX Designer with 9+ years of experience building accessible, user-focused digital products across higher education, healthcare, and enterprise environments. Skilled in UX strategy, prototyping, CMS-driven web design, and scalable design systems that improve usability and support SEO. Collaborates with engineers and stakeholders to deliver intuitive, responsive experiences aligned with business and user goals.

Skills

Interaction design · Design systems · CMS platforms (WordPress, Drupal) · SEO-informed design · WCAG Accessibility · Responsive web design · Product lifecycle · Cross-functional collaboration · Analytics · A/B testing · Agile collaboration · Figma · IA · Jira · HTML/CSS · Usability Testing · Data-informed design

Experience

UX Designer (Contract) – Anthro-Tech

Aug 2025 – Present | Olympia, Washington

- Led UX strategy and discovery efforts for nonprofit and government clients, translating complex requirements into clear, user-centered digital solutions.
- Designed responsive wireframes and high-fidelity prototypes, simplifying information architecture and reducing project turnaround time through direct client collaboration.
- Developed brand standards and scalable component libraries to ensure consistency, accessibility compliance, and efficient implementation across CMS platforms.
- Conducted user research and usability testing, synthesizing findings into actionable recommendations that improved task clarity and stakeholder alignment.

UX Designer (Contract) – EFK Group

Dec 2024 – Aug 2025 | Trenton, NJ

- Managed stakeholder interviews, user journey mapping, and competitive research to define user needs and align design vision, reducing project ambiguity and accelerating delivery by 15%.
- Created responsive, WCAG-compliant wireframes and prototypes, simplifying navigation structures and improving accessibility scores across core templates.
- Standardized design handoff and validation with engineering to improve development accuracy.

UI/UX Designer (Contract) – Syracuse University

Sept 2023 – Nov 2024 | Remote

- Orchestrated a redesign for the university web ecosystem, driving a 20% improvement in task completion for prospective student flows.
- Generated analytics, usability tests, and feedback to refine IA and navigation, increasing navigation efficiency by 18%.
- Supported CMS component adoption and scalable patterns to align design with technical architecture and accessibility standards.

UX Designer – Independent Consultant

May 2023 – Sept 2023 | Remote

- Conducted qualitative research and persona development to steer UX direction for nonprofit and e-commerce products.
- Designed and tested high-fidelity prototypes that improved checkout completion rates by 25%.
- Leveraged analytics and A/B tests to refine page layouts, increasing average session duration by 20%.

UX/UI Designer – Church Pension Group

Jun 2019 – May 2023 | New York, NY

- Designed a responsive healthcare self-service portal that reduced support center calls by 28% and increased successful self-service tasks by 35%.
- Conducted moderated usability testing and iterative improvements, decreasing error rates and increasing user satisfaction rating from 3.3 to 4.7.
- Delivered scalable UI components and design specs, cutting design-to-engineering turnaround time by 25%.
- Collaborated with PMs and engineering across the full product lifecycle, from discovery through iteration and release, delivering high-quality features with clear acceptance criteria and UX requirements.

Lead Multimedia Designer (Contract) – K. Hovnanian

Jan 2019 – Jun 2019 | New York, NY

- Directed UX, UI, and visual design for marketing and web initiatives supporting brand refresh rollouts across digital touchpoints.
- Built responsive prototypes in Figma and streamlined stakeholder feedback cycles, reducing review time by 16%.
- Oversaw print and web advertisements, reaching an audience of over 1 million, and increasing click through rates by 20%.

Production Manager & Web Designer – Webster Ink

Feb 2018 – Dec 2018 | Shelburne, VT

- Defined content strategy and UX approach for client sites, improving lead capture and engagement.

Graphic Designer & Web Designer – Yipes! Auto and Graphics of Williston

Apr 2017 – Feb 2018 | Williston, VT

- Built responsive websites and brand systems, improving customer retention and web traffic.

Graphic Designer & Web Designer – Commando LLC

Feb 2016 – Mar 2017 | South Burlington, VT

- Delivered custom web builds with scalable brand identity systems.

Education & Certifications

B.F.A. in Graphic Design and Web Development – Champlain University

A.A.S. in Digital Media & Web Design – County College of Morris

Certified User Experience Specialist (CUSX) – Nielsen Norman Group