Brandon Marshall

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PROFILE

Digital product designer with over eight years of experience delivering strategic, user-centered solutions across education, healthcare, and commercial sectors. Known for a forward-thinking approach and strong technical execution, I design scalable digital products that drive measurable impact. Proficient in Adobe Creative Suite, Figma, Sketch, and Webflow, with experience spanning product design, branding, motion, and spatial design.

EXPERIENCE

PRODUCT DESIGN, BEEM Studio — 2019-PRESENT

- Partner with 25+ commercial businesses to develop and implement effective design strategies, significantly improving conversion rates and user engagement. On average, companies increased conversion rates by 2%.
- Lead the creation and implementation of multiple design systems, ensuring consistency and efficiency across web and mobile platforms while strengthening brand messaging and overall identity.
- Manage simultaneous work streams, ensuring timely delivery and maintaining strong client relationships, achieving a 100% client retention rate.
- Provide end-to-end design and development across web design, branding, graphic design, and photography, utilizing Figma and Webflow.
- Grew BEEM Studio's portfolio to 2.5M impressions, including two features on Adobe Behance.

LEAD UX/UI DESIGNER, MEDVIS — 2019-2024

- Led digital product design for an open-source ventilator during the COVID-19 pandemic in collaboration with Stanford University, Brown University, the University of Utah, and partner hospitals in Kenya and Nepal.
- Spearheaded the design and development of medical products and software, delivering intuitive, user-centered experiences for clinicians across multiple specialties. Conducted interviews and usability testing with clinicians and patients throughout the design process to ensure solutions addressed real-world needs.
- Managed and mentored a team of designers, fostering a collaborative environment and driving successful project outcomes.

UX/UI DESIGNER, UNIVERSITY OF UTAH — 2019-2023

- Led the design and development of five digital products and platforms tailored to student needs, creating engaging and seamless experiences for both faculty and students.
- Conducted user research to uncover insights into student behaviors and preferences, informing user-centered design decisions. Developed user flows, wireframes, and interactive prototypes to communicate concepts and support user testing and feedback.
- Applied industry best practices and accessibility standards to create consistent user interfaces aligned with university branding guidelines.

DESIGN INTERN, KOSSMAN DEVELOPMENT — 2015-2016

- Collaborated on architectural design projects, contributing to the development of innovative spatial concepts. Produced 3D renderings to bring designs to life, creating immersive visualizations of architectural spaces and structures.
- Assisted in developing architectural plans and layouts, ensuring alignment with design principles and client requirements. Utilized SketchUp and Adobe Creative Suite to support the design process and project delivery.

EDUCATION

University of Utah, Utah, Salt Lake City — **Bachelor's of Science, Design — 2019**

Multi-Disciplinary Design program completing courses from four areas of design: Studio, Technical, History/Theory, and Practice.

SKILLS

- User experience (UX) design and user interface (UI) design
- Wireframing, prototyping, and interactive design
- Digital product design and development
- Photography / Videography
- Webflow Development
- Information architecture and user flow development
- Collaboration and teamwork within multidisciplinary settings
- Solid communication and presentation skills
- Conversion rate optimization (CRO) strategies
- User testing and feedback analysis
- Design system development and implementation
- Branding and visual identity design
- Strong proficiency in design tools (Adobe Creative Suite, Sketch, Figma, Webflow, etc.)

PORTFOLIO

www.behance.net/blmarshall/

REFERENCES

Available upon request.