

CRAIG BROWN EXPERIENCE DESIGN

Innovative professional specializing in UI/UX design, shaping experiences founded on clarity and craftsmanship. A proven track record of coordinating with cross-functional teams to create holistic user experiences.

EXPERIENCE

SR. USER EXPERIENCE DESIGNER

POLARIS INC.

2021 - 2024, REMOTE

- Pioneered comprehensive research and design initiatives, orchestrating a redesign and optimization of search design and functionalities across Polaris brands, catalogs, and websites.
- Conducted analytic research, usability testing and A/B testing methods to inform designs of new e-commerce shopping and checkout, journeys and pages, resulting in a 5% conversion rate increase from all product pages.
- Created new design patterns, system components and guidelines for Polaris brands, establishing consistent experiences for the user, pattern guidelines, and predictive work estimates for teams.

PRODUCT DESIGNER

RESIDEO

2021, REMOTE

- Led research projects utilizing diverse methodologies (interviews, surveys, card sorting, tree testing, moderated, and unmoderated testing) for migrating a \$180mm B2B e-commerce platform.
- Identified improvement areas across e-commerce experiences and delivered tailored assets including user analytics, interviews, journeys, and final designs for each solution.

SR. EXPERIENCE DESIGNER

LIFE TIME INC.

2020 - 2021, REMOTE

- Created a new cutting-edge e-commerce experience on the enterprise site, enabling seamless registration and purchase for kid's camps and programs. New web app also designed to streamline logistics and enhance safety protocols for team members & children.
- Designed all new e-commerce experience allowing members to purchase and schedule services from personal trainers, while allowing trainers to customize their business.
- Wireframes, journeys, prototypes and final designs were delivered to communicate intended functionality, navigation, and interactions. Chose the right fidelity for each unique situation.
- Conducted research and testing programs for all UX delivery engagements to ensure exceptional quality.
- Actively participated in the Enterprise Architecture group to ensure that enterprise-level technology decisions were being made with appropriate end-user perspective.

UI/UX DESIGNER

EVINE / SHOPHQ

2016 - 2019, EDEN PRAIRIE, MN

- Initiated cross-functional strategy and led execution for enterprise site optimization, identifying revenue opportunities such as creating a new checkout experience, guest checkout, product wishlist, and redesigning account access/creation. Achieved \$20mm revenue increase in the first year of implementation.
- Developed companion app facilitating simultaneous engagement between smartphones and live TV, from concept to execution. Led core team and stakeholders, delivering design system, user journeys, final designs, and MVP documentation.
- Strategized, created, and managed digital design guidelines for cohesive experiences across websites, email, apps, OTT media, and interactive kiosks.

CONTACT

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EDUCATION

UNIVERSITY OF MINNESOTA DULUTH

2004 - 2009

BFA, Graphic Design

SKILLS

EXPERIENCE STRATEGY

Mapping the customer's end-to-end journey, designing, ideating, and communicating a north-star vision to gain alignment.

RESEARCH

Making informed decisions utilizing diverse methodologies from Qualitative and Quantitative research to heuristic valuations, competitive analysis.

INSIGHT & IDEATE

Understand behaviors, categories, benchmarks, and insights to better support proactive decision making, driving epics and estimates.

DESIGN & ENGAGEMENT

Deliver personalized, omnichannel, human-centered design solutions by integrating consistent styles, dynamic data, and technology. Design, build and test tangible prototypes for a range of ideas, ensuring real-world applicability.

MEASURE & OPTIMIZE

Dedicated to post launch analysis, creating shared expectations with easy to understand metrics driving greater optimization.

TOOLKIT

Research: Optimizely, Google Analytics, Hotjar, Usertesting.com, Medalia, Optimal Workshop

Prototyping & Design: Figma, HTML/CSS, Sketch, Zeplin, Abstract, Adobe Creative Suite: Adobe XD, Illustrator, Photoshop, After Effects

Additional: Optimizely (CMS, testing), AEM (CMS, testing) Salesforce (personalization, email marketing)