

Brooke Davidson

Product Designer

Location: Montréal, Quebec, H4V 1K9

Portfolio: www.brookedesigner.com

Languages: Native English, Fluent French

SUMMARY

With 10+ years in enterprise level UX design work I am capable of balancing user needs and business goals, understanding stakeholders and providing concrete solutions that result in long term success. Partners easily with internal and external partners. Capable of defining and evolving patterns, features and products and developing a design system that is dynamic and scalable. Capable of supporting the entire product lifecycle from concept to launch. A natural mentor and coach, loves collaborating and sharing ideas, encourages creative and professional growth for team members.

PROFESSIONAL EXPERIENCE

FINRA, Remote • Sr Product Designer

02/2022 - 12/2023

Managed a team of 4 product designers to create and enhance enterprise level software for a billion dollar not-for-profit organization. Hands on Product Design work including governed the Design System and led internal initiatives to help mature the UX practice, champion accessibility, and foster a positive design community of 20+ UX practitioners. Worked with our web team to update Finra.org and Broker Check using Drupal content management system and Solr Search. Collaborated with product managers, engineers and business partners to solve complex problems on time and on budget. High standards for accessibility, won the 2023 Hackathon Freestyle Category with theming dark mode/ light mode etc. project including custom palettes for color blind users. Created interactive prototypes including some animation for features using Figma. Worked with Adobe XD, Figma, Sketch, InVision and Miro to create human centered product designs and experiences.

Wells Fargo, Remote • Brand Experience Product Designer

03/2021 - 02/2022

Product design role for commercial banking handling transactions in the trillions of dollars. High standards for accessibility, partnered with product and developers to ensure features were compliant with required standards. Coupling product design and branding expertise for the Brand Experience team at Wells Fargo. Lead early branding discovery work for Gateway Developer Portal. Contributed to documentation of the style guide and standards for the Commercial Electronic Office.

Microsoft, Remote • Sr UX Designer

10/2020 - 03/2021

Native iOS application and Responsive Web Based Software using the Microsoft Fluent design system to create user experiences and help integrate Yammer into the Office 365 family of products. High expectations surrounding accessibility, helped develop dark mode collaborating with developers to improve product accessibility. Collaborated across teams including Outlook, OneDrive and Teams to enhance Yammer features like notifications and dark mode while maintaining brand unity. Shipped a notifications administrative feature to provide control to users to reduce the noise in notifications and keep up to date on relevant info. Notifications was a primary driver to the app, so reducing the number of users fully muting notifications was a KPI we were able to improve.

Samsung, Remote • UX Designer

07/2020 - 10/2020

Product design role for the Samsung e-commerce team working on Native iOS and Android shopping apps, consumer facing end to end, digital and in person purchase experiences. Managed complex shopping cart, warranty and trade-in flows including complex information architecture while maintaining conversion rate optimization. Executed immersive digital transformation effort during the pandemic to enhance in store experiences considering COVID restrictions. Immersive experience was a success and was rolled out to 7 more products immediately after launch due to the positive impact on the customer experience for retail consumers. Enhanced the retail e-commerce experiences on desktop, native IOS, and Android apps. Collaborated with business and developers to support successful product launches in compressed timelines.

Microsoft, Remote • Sr UX Designer

05/2020 - 07/2020

Product design position where I enhanced software for Microsoft Enterprise IT, the company's highest impact business line with custom experiences for large business contracts. Created complex dashboards and screens to manage teams, permissions, enterprise purchase platforms, quotes etc. Shipped features including intuitive check in, check out system to allow users to modify complex systems without overriding each other's work. Managed data dense screen design and power user features while ensuring visual hierarchy, ease of use and intuitive toolset. Used Microsoft Fluent design system as well as local libraries to balance brand unity and high complexity application design.

Humio, Seattle, WA • Brand Design Manager

08/2019 - 04/2020

Product design and marketing position where I helped the startup grow from \$9 M in Series A to \$20 M in Series B funding as the sole creator re-designing the brand. I partnered with the product designers to develop the design system including colors, fonts and components for the dashboards and various screens in the log management system. Created interactive animated web and social experiences using animation tools including After Effects. The company sold for \$400 M after attracting large companies such as AWS, IBM and Dell following the brand transformation. I drove the direction and execution to re-design all marketing digital and print assets from the ground up. Supported marketing campaigns and conference event deliverables.

Add 3, Seattle, WA • Sr Product Designer

08/2016 - 08/2019

Sr Product Designer and Visual Designer for Seattle based digital marketing agency. Worked on Native iOS and Android Apps as well as Responsive Web Based software, websites and experiences. Data driven designs resulting in 912% increased revenue YOY for a fitness client. As a data driven designer I helped in scaling the business, I built the Creative Services from the ground up, managing a team of designers and freelancers. Created interactive animated experiences using Adobe Creative Suite including Premiere and After Effects as well as Facebook Canvas and some custom JavaScript animations. Strategic growth came after re-branded the agency which attracted larger clients such as Amazon, Sage, Intermedia and Real Self.

T-Mobile, Seattle, WA • Web Designer

10/2015 - 08/2016

Product design and marketing role where I helped launch the T-Mobile SharePoint Intranet with accompanying Native iOS app for the 50k+ employees. Upheld brand integrity and supported the Corporate Communications Dept Office of the CEO,

including designing custom t-shirts for the CEO worn at events and featured on his Instagram. Social graphics for CEO Twitter 6 M+ followers.

Accretive Tech, Seattle, WA • Creative Developer

07/2013 - 10/2015

Hybrid design and dev role, with a variety of projects including web based software design. Complex product design of a large scale CRM software using first party data to foster engagement from users. Created a mobile first sign up funnel that resulted in 500% new members. Designed record breaking ads and landing pages. Conducted A/B testing, heat mapping and SEO experiments to increase traffic and revenue.

University of Montana, Missoula, MT • UC Communications Coordinator

10/2011 - 07/2013

Managed 8 web sites, 6 social media profiles design and development, improved SEO and user experience for the student affairs organization at the University of Montana. Responsible for communications, digital signage, press releases and deployment of digital marketing materials. Helped encourage students with event planning, coordination and outreach.

Vann's, Missoula, MT • Web Designer

08/2010 - 10/2011

\$25 M in tracked revenue through e-commerce sites, improved UX and supported sales campaigns including designing and coding landing pages, shopping guides, emails and ads. Created primarily consumer facing experiences, while managing business relationships with brand partners like Disney, Sonos, LG, Burton and more collaborating to execute branded bespoke shopping experiences. Created and optimized custom checkout flows partnering with credit card companies to include multiple financing options in the check-out flow. Used test and target to optimize the experience, improving conversion rates as well as sign ups for credit card and financing options. Vann's Inc. and Big Sky Country were Montana based e-commerce and outdoor retail businesses where I was a key contributor on a team of hybrid digital designer/developers. Worked with the analytics team to conduct A/B and multivariate testing and various experiments to increase traffic, conversion and revenue. Successfully drove record results in advertising campaigns and shopping experiences.

Ecole élémentaire La Gazelle, Nîmes, France • English Teacher

08/2008 - 06/2009

Taught 115 students English 4 times per week and managed the class website. Collaborated with sister schools in Italy and Hungary to ensure student engagement via digital communication tools.

Spectral Fusion, Missoula, MT • Sr Web Designer

12/2003 - 12/2007

Designed and developed websites for the University of Montana and businesses located throughout the US. Crafted both business and consumer facing experiences.. Created micro sites, landing pages and web based software including a directory of historical documents as well as a check in and check out system for fossils to be used by universities, museums and magazines.

Freelance, Remote • Sr Product Designer

12/2003 - Present

Freelanced ~ 20 yrs for clients like Amazon, Endicia, Virgo Limo, Seattle Interactive Conference etc. Completed a variety of projects including software and native application design, marketing materials, websites, advertisements, posters, branding and more.

SKILLS

- *Figma*
- *Adobe XD*
- *Sketch*
- *InVision*
- *Miro*
- *Leadership*
- *Management*
- *Product Design*
- *UX/UI Design*
- *Visual Storytelling*
- *Enterprise Software Design*
- *Financial Software Design*
- *Dashboards*
- *Strategy*
- *Branding*
- *Logo Design*
- *Typography*
- *Color Theory*
- *Presentation Design*
- *Wire-framing*
- *Low and High Fidelity Prototypes*
- *Responsive Design*
- *Interaction Design*
- *Motion Graphic Design*
- *Native Apps, iOS, Android*
- *Advertising*
- *E-commerce*
- *A/B Testing*
- *User Testing*
- *User Journeys*
- *UX Flows*
- *Design Thinking*
- *User Research*
- *Analytics*
- *Content Management Systems (CMS)*
- *Drupal*
- *WordPress*
- *Squarespace*
- *Wix*
- *CSS*
- *HTML*

EDUCATION

Bachelor of Arts, Fine Arts • University of Montana, Missoula, MT
Graduation Year (2007)

Bachelor of Arts, French • University of Montana, Missoula, MT
Graduation Year (2007)