

BROOKE THRASHER

JUNIOR UX DESIGNER

WORK EXPERIENCE

FREELANCE DESIGNER

Nov 2015 - Present

Currently providing design, creative direction, and web development for companies on a freelance basis. Also providing marketing consulting services to clients coupled with web design and development projects.

USER EXPERIENCE DESIGNER

Standard Beagle Studio

Aug 2015 - Present

Currently working as the sole designer of the user experience strategy driving design initiatives for multiple projects.

Primary tasks include human centered design through research and user stories, information architecture design, style guides, wireframes, design comps, high fidelity mockups, and user interaction design through prototypes.

Successfully met user needs through website redesigns by shipping beautiful and responsive experiences.

Lead marketing efforts through creation of marketing materials including flyers, brochures, and social media graphics.

JUNIOR DESIGNER / SPECIAL PROJECTS PRODUCER

Standard Beagle Studio

Dec 2014 - Aug 2015

Worked with the Creative Director/CEO by cross-functionally collaborating on web design and development projects, project management, content strategy, and usability testing.

Created clean, functional designs to help clients solve problems through UI/UX.

MARKETING INTERN

Standard Beagle Studio

July 2014 - Dec 2014

Maintained social media sites for the company and clients.

Curated blog posts on a weekly basis for the company on industry related topics to increase SEO efforts.

Updated client's Wordpress sites and assisted with design direction of graphics and website redesigns.

BUSINESS DEVELOPMENT/SALES REPRESENTATIVE

Cambridge Insurance Agency

Oct 2013 - July 2014

Qualified leads, guided prospects through the sales cycle by setting appointments, analyzing client needs, presenting proposals, and closing sales.

Led marketing efforts for the company through newsletters, social media, and business development at events around the community.

SALES REPRESENTATIVE

Liberty Mutual Insurance

Mar 2013 - Sep 2013

Responsible for selling personal lines insurance products to individuals using consultative selling techniques.

EDUCATION

TEXAS STATE UNIVERSITY

BBA - Marketing &
International Business

Aug 2009 - May 2013

AUSTIN COMMUNITY COLLEGE

Web Design & Development
Certificate

2014 - present

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skills

WEB DESIGN

UI/UX DESIGN

FRONT END DEVELOPMENT -

HTML & CSS

USER RESEARCH

USABILITY TESTING

INFORMATION ARCHITECTURE

CARDSORTING

USER STORIES

CONTENT STRATEGY

VIDEO EDITING

PODCAST EDITING

SOCIAL MEDIA MARKETING

AGILE PROJECT MGMT

tools

PHOTOSHOP

ILLUSTRATOR

PREMIERE PRO

AUDITION

UXPIN

SKETCHING

BALSAMIQ MOCKUPS

MAC

WINDOWS