

Brandon King

Creative by nature with over 10 years of visual design experience and over 8 years managing a creative department. Ability to collaborate with internal teams and external partners to effectively communicate user and business needs. Motivated to continue design growth within UX to provide enhanced user experiences and drive results.

EXPERIENCE

Creative Marketing Manager,

College City Beverage / Dundas, MN

May 2013 - PRESENT

Lead team of two to design and print marketing materials for accounts adhering to supplier guidelines and to effectively communicate brand messaging. Also managed Encompass Warehouse Management System to inventory a database of display POS assets. Other duties include organization and maintaining files and assets to increase design efficiency. Communicating with the sales department about new products and programming. Assist with maintaining the company website and social media platforms. Research and present new printers and other print shop equipment, supplies and other department needs to help save department and company costs.

Key Accomplishments:

- Increased efficiency in turnaround time from two weeks to less than one week
- Implemented cost saving measures to decrease department spending by 30%
- Attended “Heart of a Leader” workshop with Positive Energy Guy, Brandon Johnson
- Collaborate with other Anheuser-Busch wholesalers to share ideas and best practices

Graphic Technician,

JJ Taylor Distributing, Inc. / Minneapolis, MN

2007 - 2012

Worked closely with sales team to create marketing materials for on and off premise accounts while adhering to supplier guidelines to effectively communicate brand messaging.

521 South 7th St. Unit 310
Minneapolis, Minnesota 55415

612-703-8514

king.brandon.r@gmail.com

[LinkedIn](#) | [Portfolio](#)

SKILLS

Tools Figma, Adobe XD, Photoshop, Illustrator, InDesign, Invision, Miro

Research: User Interviews, Competitor Analysis, Surveys

Generative: Storyboarding, Prototyping, Affinity Mapping, Journey Mapping, Personas, Wireframes

Summative: Heuristic Evaluation, Usability Testing

Programming: HTML, CSS, JavaScript

EDUCATION

UX/UI Bootcamp Certificate

University of Minnesota | Minneapolis, MN

September 2021-March 2022

An intensive 24-week long boot camp dedicated to UX/UI Design. Skills learned consist of User-Centric Design Research, Visual Prototyping & Wireframing, User Interface Development, HTML5, CSS, JavaScript, Bootstrap, jQuery

Associates of Applied Science, Visual Communications

Brown College | Eagan, MN

September 2021-March 2022

PROJECTS

Elizabeth Tearoom | *Responsive Website Design*

Link to Project: brandon-r-king.com/elizabeth-tearoom

- Responsive website design to help users find and order different baked goods.
- My role: User journey, UI design, Front End Development
- Tools: Google suite, Figma, Github, Visual Studio Code

Midwest Animal Rescue & Services | *Responsive Website Redesign*

Link to Project: brandon-r-king.com/midwest-animal-rescue-services

- Redesigned to allow for better search experience, application process and increase in visibility to make donations easier.
- My role: Assisted in UX research, wireframing, prototyping and interaction design.
- Google Suite, Figma, Figma, Photoshop

U.S. Department of Energy | *Responsive Website Redesign*

Link to Project: brandon-r-king.com/us-department-of-energy

- Redesigned site information architecture and visual layout to provide better navigation for user flows.
- My role: Existing website heuristic analysis, site mapping, wireframes/prototyping, and UI design.
- Google Suite, Figma, Photoshop