

# Mike Brand

Phone: (650) 847 7501, email: [mikebrand@gmail.com](mailto:mikebrand@gmail.com), web [www.mkbrnd.com](http://www.mkbrnd.com)

## About Me

A senior designer with experience creating products for a wide range of user types: from education resources for kids to enterprise software for adults to healthcare apps for people up to 80 years old. My passion is understanding user needs and developing applications and websites across platforms to meet them. In particular I want to create interactions that make people smile. I was born in Canada, and still have the accent, but I've spent most of my life in Sydney. This leads to awkward explanations when people ask where I'm from.

## Previous Work

AppNexus, Senior User Experience Designer - February 2015 to Present

- Work with product managers, developers and user researchers to develop requirements for product interactions.
- Create various artefacts (work flow diagrams, wireframes, mockups, prototypes) and help to evaluate them for usability.
- Lead the development of design principles
- Ran a company-wide conference on user experience and design thinking. It had 12 sessions including an external speaker and three workshops.
- A feature called "trader home" was described by a user as "The first time using Console has been fun"

AppNexus, User Experience Designer - February 2014 to February 2015

- Received product requirements from product managers and turned them into designs.
- Communicated ideas using sketches, wireframes, prototypes, and high-fidelity mockups.
- Helped create and communicate personas.

CK-12, User Experience Designer - January 2012 to January 2014

- Designed interactions for teachers and students and communicated them to other team members using wireframes, prototypes and mockups
- Lead the company in doing user research for the first time by conducting user interview and running usability tests.
- Wrote HTML, CSS and jQuery for the live product

Freelance with CK12, User Experience Design - August 2011 to January 2012

- Created user flows, wireframes and high fidelity mockups based on product requirements.

Freelance, User Experience Designer & Developer - March 2010 to January 2012

- Created user focused websites and software designs that were simple and easy to use.
- One project involved creating an iPad web app for the University of Queensland which was for gathering information about people's recent diagnosis with diabetes. It was easily used by patients aged between 40 and 80 years old, and simplified the existing workflow.

University of Queensland, Teacher's Assistant / Tutor - 2011 School Year

- Taught Graphic Design and Design Studio, which focussed on teaching students about the visual design process.
- Taught Human Computer Interaction, which focused on user research methods
- Taught Social Mobile Computing which was run as a studio course and taught the students to prototype and develop a mobile web app.

New Forests, Web Design & Development - February 2006 to January 2010

- In charge of all web design and development,
- Created high-fidelity mock ups, and print materials
- Implemented my designs in HTML, CSS and PHP

## **Education**

Masters of Interaction Design, University of Queensland, completed December 2011

- Advanced Human Computer Interaction
- Graphic Design
- Social and Mobile Computing
- Software Engineering 1
- Physical Computing Studio

Bachelor of Arts in Digital Cultures, University of Sydney, completed December 2009

- Software Development 1
- Technocultures
- Psychology 1001 & 1002
- Statistics and Research Methods for Psychology
- Cognitive and Social Psychology

Psychology Exchange, Universiteit Maastricht, January 2008 to January 2009

- Digital Media
- Neuroscience of Action
- Biological Psychology: Research Methods & Theoretical Perspectives
- Learning Theory
- Social Cognition

## **Technical Skills**

*User Experience Design*

Creating user-flows, wireframes, prototypes (click-through, high fidelity) and mockups, conducting user research and usability testing.

*Software*

Sketch, Adobe Photoshop, Illustrator, OmniGraffle, Framer.js

*Programming Languages*

HTML5, CSS3, jQuery, CoffeeScript. limited experience in PHP and Objective-C.

## **Awards**

SAP International Tech Ed Demo Jam in Bangalore, first place.

Dean's Commendation: 2010, 2011.

## **Volunteering**

San Francisco Design Week web site new lead 2016

San Francisco Design Week web committee 2015