

BRANDON ROMO

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Hey there! I'm a seasoned visual designer, fearless leader, professional boat rocker, and a creative at heart.

SKILLS

UI design, UX design, prototyping, user testing, brand design, design systems, creative envisioning and strategy, workshop facilitation, cross-functional collaboration, stakeholder management

TOOLS

Figma, Adobe XD, Mural, Miro, LUMA Workplace, Photoshop, Illustrator and InDesign

CLIENTS

Delta Airlines, Dow Chemical, ExxonMobil, National Air Cargo, and Pfizer Pharmaceuticals

AFFILIATIONS

AIGA, Out in Tech, HACE, IxDA

EDUCATION

Designlab

Oct 2020 - Feb 2021

Certifications in UX research, interaction design and UI design

Brown University

Sep 2011 - May 2015

BA in Modern Culture and Media

EXPERIENCE

Avanade, Atlanta, GA

Senior Visual Design Consultant | June 2023 – present

Visual Design Consultant | June 2022 – May 2023

Senior Visual Design Analyst | July 2021 – May 2022

- Created high-fidelity mockups for seven mobile applications for global airline client, increasing adoption rate amongst flight attendants. Led development of mobile design system in Figma, improving quality and consistency in design, expediting dev speed by 35% and reducing code ten-fold. United product and development teams to streamline handoff by highlighting blindspots in advance.
- Architected the primary hub within a digital platform for a national construction manufacturing client, which integrated unconnected modules, provided transparency to end users, and reduced the workload for business technicians by automating portions of internal processes.
- Guided clients, teams and junior designers as the lead visual designer, advocating for accessible design, a user-centric design thinking approach, and pixel-perfect deliverables.
- Served on the executive board for Prism, Avanade's LGBT+ employee network. Facilitated workshops to develop and implement the network's strategic roadmap. Led the EN's Sharepoint revamp project.

Wipfli, Chicago, IL

Senior Graphic Designer | Feb 2018 – June 2021

- Led implementation of the firm's rebrand. Directed and evaluated designers to ensure brand accuracy and design standards met. Designed or reviewed all firm marketing collateral.
- Leveraged research insights to develop and add audience personas to the brand guidelines.
- Won MarCom Awards' Platinum award for microsite web design.

Taris Real Estate, Chicago, IL

Graphic Designer | Jun 2015 – Jan 2018

- Developed brand and marketing campaign for \$54 million boutique condo development. Assets included brand positioning, logo, print collateral, and digital experience design.

LET'S DESIGN
WITH A BANG.