

# Sam “Qasim” Brown

## UX/UI Designer

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Houston, TX

## WORK EXPERIENCE

**UX / UI DESIGNER – Freelance**      **March 2020 - Present**

**Technology Intelligence Project | February 2021 - Present**

- Advocate for user-centered design with data to meet user’s needs using personas
- User research, interviews, and competitive analysis
- Design flows, sketches, and branding of new product
- Lo-fidelity wireframes of onboarding experience
- Create high-fidelity mockups and interactive prototypes to document and communicate ideas with engineers

## PRODUCT DESIGN FELLOW

**Bloc | July 2019 - March 2020**

- Designed responsive, user-centric products for web and IOS
- Conducted comprehensive UX research and design process
- Collaborated with engineers to incorporate user-centered research at all stages of the product cycle

## TEACHER

**Houston ISD | Jan 2015 - January 2020**

- Collaborated with team to bring data-driven solutions that increase performance by 3%
- Implemented design thinking to student experiences

## General Manager

**Creek Group | March 2006 - January 2014**

- Delivered business strategy and developed training systems to improve operational quality and team efficiency.
- Discovered the customers’ needs and concerns through listening and introduced products accordingly.

## SKILLS

### Research & Information Architecture

User Surveys, User Interviews, Competitive Analysis; User Personas, User Stories, User Flows, Sitemaps, User Journey, Storyboards

## ABOUT ME

I am an UX Designer with a background in education and management. With this experience, I bring **empathy, interpersonal skills, experience design, keen interest in people observation, and artistic creativity** to produce actionable insights and translate these into effective design solutions. I am interested in applying design thinking to create digestible chunks of information that allow users to understand and absorb complex concepts. My goal is to ideate and create elegant human-centered experiences that are considerate of different perspectives and accessibilities.

## EDUCATION

### Bloc UX Design Program

**2019-2020** | UX / UI Design and Frontend Development Apprenticeship

### University of Houston

**2009-2014** | BA, English Literature

## **Solution Design**

Wireframing, Style Guide, Brand Strategy & Identity, Visual Design, Interactive Prototypes, Usability Testing, A/B Testing, Design Iterations

## **Frontend Development**

Basic HTML5, Basic CSS3 & Basic Javascript

## **TOOLS**

### **Design**

Figma

Sketch

Adobe XD

Principle

InVision

Balsamiq

Illustrator

Photoshop

Premiere Pro

AfterEffects