

Qasim Brown

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I am a product designer with 5 years of experience in B2C, SaaS, and enterprise software. I am skilled in end-to-end user-centered design with a penchant for systems thinking and data-informed design.

PROFESSIONAL EXPERIENCE

Panorama Education

Feb 2022 - Present

Product Designer

Panorama Education is a 250 person education technology company, specializing in MTSS (multi-tiered support system) that supports over 15 million students in 25,000 schools and 2,000 districts across the US.

- Responsible for designing both internal- and external-facing tools for clients and customer support
- Design a robust, scalable and easily relatable conceptual model and IA for our database architecture to transform the legacy app into a customer-facing interface. Over 400 customers and 5K users have migrated to the new offering
- Lead design for all things admin - user management, roles, workspace and app settings, balancing security & usability, integrations, etc. Produce end-to-end design including user flows, wireframes and UI
- Gain domain knowledge about the integration and development space, APIs, and DevOps concepts
- Assist product team in strategy and roadmap using artifacts generated in these sessions

CommonLit

Mar 2020 - Jan 2022

Product Designer

CommonLit, an education technology company provides a B2C web application that provides teachers with an ELA curriculum, benchmark assessments, and formative data.

- Designed end-to-end experiences for formative assessments to help teachers track student outcomes.
- Conceptualized, presented, and delivered new features to leadership teams, such as a full-year curriculum tool that was used by +6K teachers.
- Partnered with a cross-functional team consisting of Product, User Research, Data Science, Customer Success and Engineering to deliver new student assessment and grading tools.
- Conducted usability tests to understand key user flows. Assisted Product in conducting in-house usability tests, as well as ethnographic research, to create key user personas

Freelance UX/UI Designer

Jan 2019 - Feb 2020

- Designed and built website resource pages for students, parents, and teachers
 - Created marketing materials for print, web, and social media for college tours and incoming students
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SKILLS

Design

Wireframing, Prototyping, Journey mapping, IA, Design systems, UI, Design thinking, Systems thinking & architecture, Strategy

Research

Interviewing, workshop facilitation, contextual inquiry, Usability testing, Statistical analysis

TOOLS

Figma, Sketch, Invision, Maze, Adobe CC, HTML/CSS

EDUCATION

Bloc

UX/UI Design

University of Houston

Bachelor of Arts