

PORTFOLIO

trishbrownlee.com



SEATTLE, WA

(Remote & Travel)



trish@trishbrownlee.com



[LinkedIn: @TrishBrownlee](#)

I am a creative leader with a diverse background who is **innovative, empathic,** and **dedicated to creating a better world.**

SKILLS

Leadership & People Management

Education & Mentoring

Storytelling & Presentation

Communication Skills

Collaboration & Interpersonal Skills

Innovative Problem-Solving

Project Management/Agile

Design & Marketing Strategy

Branding & Creative Content

Human-Centered Design

Design Thinking

Industry Knowledge

- UX Design & UI Design
- Writing & Editing
- User Research & Analysis
- Information Architecture
- Social Media Management
- Front-End Web Design
- Visual & Graphic Design
- Print Production
- Photography
- Audio/Video Editing
- Branding & Logo Design
- Typography & Color Theory
- MAC & PC Platforms
- Prototypes & Wireframes
- SEO Strategy
- CMS & Salesforce
- Rally & Confluence
- Figma & Sketch
- WordPress
- T4/Sharepoint
- HTML/CSS
- Javascript
- Adobe XD
- Photoshop
- Illustrator
- InDesign
- Lightroom
- Premier
- Audition

TRISH BROWNLEE *she/her*

PROFESSIONAL EXPERIENCE

STRATEGY & LEADERSHIP

- Managing a and reviewing team deliverables, and advising analysis, research, design, testing, to ensure adherence to the design system and a consistent, high-quality user experience.
- Advocate and educate business executives on user experience maturity, accessibility and human-centered design at UHC.
- Provide regular feedback to my team to promote personal and professional development, empowering and supporting them in their careers.
- Collaborate and facilitate meetings with agile planning and SCRUM teams at UHC, driving design excellent in user experience and human-centered design, including accessibility and design principals.
- Collaborate with cross-fuctional teams to innovative and creative design solutions that address user/ business needs for specific areas of our products at United Healthcare.
- Hire, onboard, advise, guide and mentor diverse teams; including illustrators, content creators, designers, writers, social media teams and freelancers on various projects during the last decade.
- Oversee and guide design and content efforts across client projects, ensuring consistent delivery and alignment with client goals and strategic priorities at Indigo Slate and previous positions.
- Oversaw and guided, strategy, design and content efforts across all client projects, ensuring consistent delivery and alignment with client goals at UHC+
- Strategized, collaborated, and implemented a Covid-19 response plan at Kirkland Arts Center, resulting in continued operations through the pandemic.
- Created and implemented am agile workflow process for a remote team that incorporates Lean UX and human-centered design mindsets.
- Measured success on projects through user feedback, usability improvements, KPIS and various metrics.

RESEARCH & DESIGN

- Established process, templates, design systems, and reusable components that can be adapted for different stakeholder needs at UHC, and in previous positions for the last decade.
- Conducted UX research and led workshops to create personas, insights, journey maps and potential solutions.
- Created iterations of the product from user research, initial ideation, through wire-framing usability testing to hifi-prototype resulting in a personal contribution of expanded features on the user dashboard, and new components and icons integrated into the client's design system with T.ux.
- Redesigned the Center website, within the greater Seattle U CMS Terminal for the platform by rebuilding the website and streamlining the existing content, resulting in increasing the audience from 3000 to 60,000 and raising the bar on the visually delightful possibilities that can be created by embracing and working within the limitation of the CMS Terminal Four platform.
- Designed a new branding system for the Center and Religica resulting in a refined visual design system that is also aligned to the larger university brand.
- Created layout, design, writing, video, and photography for various military missions to tell the military story for both internal and public audiences.
- Create and structure multimedia creative content in multiple formats for eCom, educational, government, military, arts, and healthcare sectors.

EDUCATION

Project Management Certification Agile Certified Practitioner (PMI-ACP)

SYRACUSE UNIVERSITY
2025 IN PROGRESS

Front-End Development

VETS IN TECH, 2022

User Experience Design Fellowship

GENERAL ASSEMBLY, 2021

Arts Integration Certification

INSTITUTE FOR ARTS INTEGRATION & STEAM, 2019

Collaborative Teaching Fellowship

NORTH CAROLINA MUSEUM OF ART, 2017-2018

Master of Fine Arts in Visual Studies

PACIFIC NORTHWEST COLLEGE OF ART, 2015

K-12 Art Education Licensure

FAYETTEVILLE STATE UNIVERSITY, 2013

Bachelor of Arts in Graphic Design

FAYETTEVILLE STATE UNIVERSITY, 2012

MILITARY SERVICE

Public Affairs Specialist & Command Photographer

U.S. ARMY SPECIAL OPERATIONS COMMAND
(USASOC) PUBLIC AFFAIRS OFFICE, 2009-2011

Public Affairs NCO

ARNG HQ - RALEIGH NC, 2009-2011

Public Affairs & Visual Information Specialist

173RD FIGHTER WING,
KINGLSEY AFB, OR - 2007-2008

Public Affairs & Visual Information Specialist

1142ND FIGHTER WING,
PORTLAND ANG BASE, OR - 2004-2006

Public Affairs Specialist & Visual Information

PHOENIX JFHQ ARIZONA - 2006-2007

WORK HISTORY

UX Team Manager/UX Product Designer

UNITED HEALTHCARE, 2022-PRESENT
INSURANCE SOLUTIONS MEDICARE & RETIREMENT

Creative Strategist/Team Lead

INDIGO SLATE/MICROSOFT, 2022

Content Team Lead, Content Creator

SEATTLE UNIVERSITY, 2020 - 2022
- CENTER ECUMENICAL & INTERRELIGIOUS ENGAGEMENT
- THE RELIGICA THEOLAB

Marketing & UX Design (Ecom)

ALLSTAR GUITAR, 2020-2021
BREAD & BARELY BOOKS, 2019-2020

Professor of Design

FAYETTEVILLE STATE UNIVERSITY, 2018-2021

UX Designer

THECOOP T.UX DEVELOPMENT TEAM, 2020

Program Manager

Schools & Community Partnerships
KIRKLAND ARTS CENTER, 2019-2020

Arts Lead Teacher & Arts Integration Specialist

THE CAPITOL ENCORE ACADEMY, 2014-2018

Photojournalist

THE FAYETTEVILLE OBSERVER, 2011-2016

Visual Art Teacher

WESTOVER HIGH SCHOOL, 2012-2013

Media Specialist

CSA KUWAIT, 2008-2009

Print Production Specialist, Shift Manager

FEDEX KINKOS, 2003 - 2006

Customer Service Manager

WALMART, 2003

Server

DENNY'S, 1999-2002