

TRISH BROWNLEE

PORTFOLIO

trishbrownlee.com

I am a **creative alchemist** with a diverse background who is **innovative, empathic,** and **dedicated to creating a better world** by manifesting **human-center design** and **growth mindset.**

SKILLS

Storytelling & Presentation
Communication Skills
Collaboration & Interpersonal Skills
Innovative Problem-Solving
Project Management
Design & Marketing Strategy
Technical Support & Customer Service

INDUSTRY KNOWLEDGE

- UX Design & UI Design
 - User Research
 - Interaction Design
 - Front-End Web Design
 - Visual & Graphic Design
 - Presentation Design
 - Print Production
 - Photography
 - Basic Audio/Video Editing
 - Social Media Marketing Management
 - Branding & Logo Design
 - Typography & Color Theory
 - MAC & PC Platforms
 - Prototypes & Wireframes
 - Google Analytics
 - Figma
 - Sketch
 - Invision
 - Asana
 - Audition
 - WordPress
 - T4/Sharepoint
 - HTML/CSS
 - Javascript
 - Agile Workflow
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|---------------|--|
| Adobe | |
| • XD | |
| • Photoshop | |
| • Illustrator | |
| • InDesign | |
| • Lightroom | |
| • Premier | |

PROFESSIONAL EXPERIENCE

CREATIVE STRATEGY

- Created UX strategy for Microsoft industry products in government and wellness sectors.
- Collaborated with various SME experts in innovative problem solving and visual concepts.
- Researched and implemented SAAs and subscription-based platforms, offering improved digital presence and marketing for my clients.
- Strategized, collaborated, and implemented a Covid-19 response plan at Kirkland Arts Center, resulting in continued operations through the pandemic.
- Created an agile workflow process for a remote 8-person team for the Center resulting in streamlining the public release of content, including a podcast and resources used by the international education and theological community.
- Collaborated with the Social Media Manager on marketing strategy, growing the audience of Religica by 100,000 in one year.
- Identified and corrected flaws in the Center's CMS digital marketing system to meet compliance, avoiding the complete shutdown of the project while increasing the audience by 40%.
- Applied my prior experience in education and military to collaborate with my team members, leading communication and problem-solving strategies, resulting in my team overcoming difficulties to provide a successful client presentation of our product.
- Collaborated with multi-disciplinary teams across diverse assignments to tell the military story through diverse multimedia products during military service, creating a standard process for archival of military footage at the national level at USASOC.

UX RESEARCH & DESIGN

- Evaluated heuristics and researched the target audience and market of the existing Religica and Center platforms and implemented improvements, resulting in functional navigation, and a delightful user experience with a 50% reduction in bounce.
- Conducted UX research and led workshops to create personas, insights, journey maps and potential solutions for Microsoft.
- Created iterations of the product from user research, initial ideation, through wire-framing usability testing to hi-fi-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.

VISUAL DESIGN

- 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.
- Designed curriculum maps, infographics, and education instructional materials, resulting in quality instructional materials for the classroom and community as a designer and educator from 2012-2020.
- Created layout, design, writing, video, and photography for various military missions to tell the military story for both internal and public audiences with the US Army and Air Force from 2004-2011.

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

EDUCATION

Post-Graduate - Counseling & Theology

SEATTLE UNIVERSITY, 2020

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

WORK HISTORY

Creative Strategist

INDIGO SLATE/MICROSOFT, 2022

Visual Designer & Webmaster, Content Creator

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

UX Designer (Ecom) & Creative Consultant

ALLSTAR GUITAR, 2020-2021

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 Lead

FEDEX KINKOS, 2003 - 2006

Customer Service Representative

WALMART, 2003

Server

DENNY'S, 1999-2002