

Tim Brown
Austin, Texas
twb440@gmail.com • (818) 636-2554 • www.twb440.com
www.linkedin.com/in/timbrown

SUMMARY

Innovative, seasoned creative leader with extensive experience delivering Consumer, B2B, and B2B2C digital engagements, who builds strategy and vision through thought leadership with Product and Engineering, partnering on omni-channel executions, including mobile, touch, web, SaaS, etc. Leads and mentors multiple, matrixed, global/group teams throughout the design and development cycle to rapidly deliver successful data- and research-based solutions and prototypes, while developing best-of-breed CX across a variety of projects in dynamic, geo-diverse work environments. Establishes effective test and design strategies and identifies team needs and capabilities required to accomplish objectives whilst promoting partner/vendor collaboration across a range of industries and Fortune 50 organizations.

MAJOR ACCOMPLISHMENTS

- **Developed critical business path** for interactive B2B2C offerings leveraging extensive usability testing, prototyping, heuristic taxonomy analysis and ethnography while managing inter-departmental collaboration, line of business negotiations, and budget forecasting.
- **Increased website traffic and e-commerce revenue** through user trials to drive user-oriented positioning and pricing. Defrayed all related costs through increased transactions.
- **Supported market leader positioning** through strategic usability research plans and development of component-based framework brand standards for e-commerce group.
- **Drove agency review/selection** and partnered with digital AoR throughout Agile responsive touch experience rebranding process, including usability and heuristic review processes.
- **Led creative conceptualization** of complex technical requirements while collaborating with cross-discipline teams during production of innovative responsive, device-agnostic UX/UI.
- **Developed local, national and global agency** relationships for differentiated consumer offerings through co-operational, inter-departmental negotiation and user data analysis.
- **Built, led and mentored in-house creative**, program management and customer service teams, reducing annual design/production costs by 75% while establishing digital guidelines and decreasing time-to-market for product/feature requirements.
- **Motivated and inspired** designers and editors to create integrated programs, resulting in successful on- and off-line campaigns and high-response digital ad and email campaigns.
- **Managed custom application development team**, during redesign of cross-platform digital experience, deepening customer relationships for a Fortune 50 Enterprise.
- **Increased department speed-to-market 200%+** by maximizing cross-functional workflow processes, including improved user testing and analysis, organizational information flow and successful product design and launch.
- **Generated over 20% cost savings** and significantly shortened supply chain by implementing custom digital collateral procurement system and CMS for geo-diverse markets that protected brand architecture and evolved brand standards whilst building brand equity.

PROFESSIONAL EXPERIENCE

Bazaarvoice - Senior Director, UX (2/2016 – 1/2017) Austin, TX

- Focused on relationship building and CX best-practices management while innovating throughout keystone product SDLC for cross-channel growth of 10 global business units.
- Managed and mentored the merging digital team, whilst defining enterprise goals/processes.

Accruent - Director, UX (8/2015 – 2/2016) Austin, TX

- Defined product vision, delivered framework PoC and promoted mobile brand architecture.
- Developed component and pattern libraries to support Agile build methodologies.

Anthem Inc. - Director, UX Design (2/2013 – 5/2015) Los Angeles, CA

- Built creative CoE and defined best-in-class digital marketing design/delivery processes.
- Developed user-centric design and interaction paradigms that enhance engagement behaviors.
- Delivered cross-platform, device-agnostic digital experiences for multiple user groups.

Kaiser Permanente - Creative Director (8/2009 – 8/2012) Los Angeles, CA

- Directed and developed brand expression by defining vision, direction and goals for the enterprise marketing teams; provided group forecasting and managed \$12MM budget.
- Directed large in-house creative group, plus multiple external vendor/agency relationships, while providing oversight to strategic digital growth.

Bank of America - Creative Director (Digital) (11/2005 – 5/2009) San Francisco, CA

- Led and managed online national and global brand orientation on www.bofa.com, identity development during major A&M including, mobile, web, RIA, kiosk, etc.
- Established and managed external (local, national and global) agency relationships.

24 Hour Fitness - Creative Director (7/2001 – 10/2005) San Ramon, CA

- Directed re-imagination of off- and online brand identity. Redefined online brand presence; generated annual revenue increase from \$750K to \$20MM.
- Led and mentored product managers, digital designers and writers, creative staff, and broadcast providers; managed agency and other vendor relationships.

Chroma Design - Design Director (9/2000 – 6/2001) San Francisco, CA

- Managed multiple teams to design and implement the best digital, strategic, usable, functional and visual solutions that promote brand, product, and goals.
- Partnered with 20-plus key technology clients to build brands through digital development. Clients included EarthLink, PowerSteering and Securant.

Freelance Art/Design Director (9/1997 – 9/2000) San Francisco, CA

- Directed and supervised design teams for boutique interactive agencies.
- Led and managed development of SF agency, design of interactive B2B and B2C comms.
- Agency clients: Highway1, Addison, Seefeld & Brew and Vision Integrated Marketing.

Previous Experience – Sr. Designer & Art Director (Print) Northern VA and London, UK

EDUCATION

Bachelor of Arts (w/Honors), Graphic Design, St. Martin's School of Art, London, UK