



Brennan Banta

CONTACT

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TOOLS

Adobe Illustrator
Adobe Photoshop
Sketch
HTML5
CSS3
JavaScript
Adobe XD
Adobe InDesign
Adobe Fireworks
Adobe Lightroom
Adobe Premiere
Balsamiq
Unity 3D
Final Cut Pro

SKILLS

UI
UX
HCI
Wireframing
Digital Layout
Paper Prototyping
Usability Testing
Client Relationship Management

UI/UX DESIGNER

Highly skilled UI/UX Design professional with extensive experience in responsive design, web apps, mobile applications, iconography and digital illustration. Provide substantial cost-saving via optimized design processes. Global clients include; PwC, Accenture, KPMG, Cisco, Sprint, Willis, HSBC, CapitalOne, BASF, Dow Chemical, US Army, Trelleborg, Swinton, Eni, Citrix, Workday, Vencore, UniCredit, Vencore

TYPES OF PRODUCTS

Responsive Design	Iconography	Digital Marketing Materials
Web Applications	Digital Illustration	Brand Recognition
Mobile Applications	Email Blast Design	Personal Website

WORK EXPERIENCE & ACHIEVEMENTS

VISUAL DESIGNER

JULY 2017 - PRESENT

TrueChoice Solutions | New York, NY

- Produce and present unique interface designs for automotive, consumer retails clients
- Develop designs for manufacturing, high-tech, utility and financial industry clients as well
- Communicate with clients to plan goals and objectives, providing account leadership
- Design iconography and produce illustrations to compliment and enhance user interface
- Lead cross-functional 5-member team to design, develop and implement email blasts
- Earned 20% in user response rates as a result of email blasts
- Hire, train and manage team of motivated, highly productive interns

INTERACTIVE DESIGNER

JULY 2014 - JUNE 2017

TrueChoice Solutions | New York, NY

- Achieved 15% cost-savings (\$144k) in 2 years via optimized design processes and new tools
- Selected out of 3 semi-finalists to lead comprehensive redesign of internal application
- Built application design that resulted in marketing team earning 3 new clients in 2 months
- Assisted in migration from Flash based to HTML5, resulting in 50% increase in market share
- Designed digital mockups for a variety of brands used to aid marketing in their sales pitches
- Created wireframes of interactive widgets and layouts for browser-based apps to enhance UX
- Defined use cases and technical requirements for various interface improvements
- Documented all processes, usage guides and best practices for bleeding-edge interfaces

WEB DESIGN INTERN

JUNE 2014 - JUNE 2014

Magnet Media | New York, NY

- Updated company website with engaging, brand-conscious graphics
- Created graphics in promotions video and digital advertisements to meet client goals

GRAPHIC DESIGN INTERN

MAY 2013 - MAY 2014

The Indian Milk & Honey Co. | Ithaca, NY

- Managed social media accounts for rapidly growing domestic yogurt company
- Produced social media marketing campaigns, resulting in 30% more Facebook "likes"
- Collaborated with Senior Management in India to determine marketing applications
- Developed aesthetically pleasing graphics to proactively enhance sales activity
- Updated company website with engaging, brand-conscious graphics and user flows

EDUCATION

Bachelor of Science, Emerging Media & Digital Design

2010 - 2014

Ithaca College | Roy H. Park School of Communications

Minors: Web Programming, Game Development, Computer Technologies