

# Shannon Brown

Located in New York, NY  
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[www.shannon-brown.com](http://www.shannon-brown.com)

## EXPERIENCE:

9/2001 - Present

### FREELANCE WEB & USER INTERFACE DESIGNER

Shannon Brown Web Design, LLC | Portfolio: [www.shannon-brown.com](http://www.shannon-brown.com)

- Offering web and user interface design solutions for a wide variety of clients
- Specializing in design and development of websites from initial concept through successful launch
- Also offering graphic design, web maintenance, design for print pieces and marketing collateral, HTML emails and newsletters, logos, banner ads, digital presentations, sell sheets and other promotional items

9/2006-5/2010

### DESIGN DIRECTOR, USER INTERFACE DESIGNER

Coleman Research Group, Inc. | [www.colemanrg.com](http://www.colemanrg.com)

- Designed and developed user interface / user experience for proprietary software, Knowledge Broker. Designed, developed and maintained company's public websites. Handled company branding and marketing efforts.
- Planned & documented iterative solution designs for complex system interfaces.
- Collaborated with business and IT teams to deliver on new business initiatives and platform enhancements.
- Presented conceptual and final solution designs to a cross-functional team for resolution on projects and small enhancements
- Designed, developed and maintained company's public websites
- Designed company marketing materials (online & print) including sell sheets, flyers, banner ads, magazine and newspaper ads, HTML emails & company merchandise

8/2001 - 2/2005

### WEB & GRAPHIC DESIGN CONSULTANT

iAmplify | [www.iamplify.com](http://www.iamplify.com)

- Responsible for design of iAmplify corporate site including navigation, process flows, site content
- Also responsible for design of microsites and landing pages for iAmplify clients including Tony Robbins, Marianne Williamson, Dr. Wayne Dyer, Barbara De Angelis, New York University and others
- Design HTML emails & marketing materials for online and print media for iAmplify and its clients

8/2001 - 2/2005

### WEB SERVICES DIRECTOR

Vista Research, LLC

- Designed all web and print marketing materials for Vista Research and The Society of Industry Leaders
- Designed the user interface for the company's client extranet
- Produced content for the Vista Research website and performed regular maintenance tasks on the site
- Acted as the liaison between Vista, their consultants and third party providers
- Performed SEO tasks to ensure top placement in search engines
- Monitored site statistics and delivered reports to management staff

## SUMMARY:

Highly skilled web & user interface designer with over 10 years of expertise in user experience and interaction design, web design, corporate identity, email and direct marketing campaigns.

Fiercely focused on developing crisp, highly-organized user-centered online experiences with laser-sharp attention to detail and ability to work on tight deadlines.

Currently looking to establish new independent contract relationships with medium-to-large size businesses.

## SPECIALIZATION:

- User Interface Design
- Interaction Design
- Web Design
- Web Development
- Corporate Identity / Branding
- Print Design
- Marketing
- HTML Email Campaigns
- Presentation Development
- Graphic Design
- Banner Ad Design
- Social Media

## Software:

PhotoShop, Illustrator, InDesign, Microsoft Office Suite, QuarkXPress, Cute FTP, CoffeeCup, iRise, Visual Studio, Camtasia Studio, SnagIt

## Programming:

HTML, CSS, Java Script, .NET

## Operating Systems:

Windows 98/NT/2000/XP, Macintosh

## EDUCATION:

**BFA, Marshall University**  
Huntington, WV

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8/1998 - 7/2001

**SENIOR WEB PRODUCER**

EarthWeb Inc.

- Performed web and graphic design tasks
- Managed a team of 3 content producers to ensure new content was added to the company's sites on a daily basis
- Wrote copy for the company's suite of sites
- Worked closely with the advertising and marketing departments to develop brand awareness and create ad campaigns
- Worked with the IT staff to build and deploy new web products and features