



Cheryl Browne

Senior Interactive Creative specialising in UX / UI and Visual Design

021 073 4461

cherylistic@gmail.com

www.cherylistic.com

www.linkedin.com/in/cherylbrowne

AWARDS

received for Infinitiusa.com, Sealsland.com and Jaguar USA's XingOver Film Series.

SKILLSETS:

User-centric UX / UI and Visual Design
User Research and Insights
User Journey Mapping
Rapid Iterative Development
Prototyping
Site Architecture
Lo and hifi wireframing
CSS / HTML
Ecommerce Design
Digital Strategy
SEO
Branding across all media
Advertising (print and web)

PRIMARY SOFTWARE & APPS:

Adobe Creative Suite
Invision
Zeplin
UX Pin
Dynomapper
SEMRush

CMS SUITES DESIGNED FOR:

Drupal
Silverstripe
Sharepoint
Wordpress

EDUCATION:

California State University, Fullerton, CA:
B.A. in Graphic Design and Advertising

SOME THINGS ABOUT ME:

I am a senior UX / UI and Visual designer. I bring into play a quite purposeful, user-centric design approach, and am absorbed in creating accessible, goal achieving, compelling websites, web apps, mobile apps and intranets. My work always puts the users needs first... and strives to give them an equally engaging experience across each of their device types.

I bring over 15 years of interactive design experience, including an initial background in traditional branding and advertising. Previous to my move to New Zealand, I worked as both creative director and creative lead for the award winning site for Infiniti vehicles (Luxury Nissan), and an award winning web film marketing series for Jaguar USA. (I also bring great guacamole)

NOTABLE CLIENTS INCLUDE:

Infiniti USA, Jaguar USA, Toyota NZ, Ministry of Defence, New Zealand Defence Force, MPI, DIA, NZ Parliament, Environment Canterbury, Beef and Lamb NZ and Te Papa Museum.

EXPERIENCE:

Pikselin.com - Senior Interactive Creative Lead

Wellington NZ, April 2010 - November 2013, April 2015 - Current

KEY NOTEABLE PROJECTS:

defence.mil.nz - Creative Lead responsible for Discovery Activities, UX/UI and visual design for the Ministry of Defence website. Implemented a deployment mapping tool to increase transparency and an Industry Partner engagement app which has greatly increased project application leads and awareness of capabilities.

ecan.govt.nz - Environment Canterbury public facing website. Creative Lead, Discovery Activities, UX/UI and Visual Design, interpreted the new local government branding and gave the site a much needed user-centric approach.

Parliament New Zealand Intranet. - Creative lead responsible for Discovery Activities, UX/UI design, creation of visual design elements.

Various sites and apps for other clients including Beef and Lamb NZ, NZDF, Museums Wellington, Farm IQ and Salvation Army

Datacom Wellington - Contract UX / UI Design

Wellington NZ, January 2014 - Current

KEY NOTEABLE PROJECTS:

DIA - Created prototypes for new technology available allowing passport applications to be processed completely online featuring RealMe and biometric capabilities. Worked with BA's to create user personas and journey maps for the key scenarios.

MSD - Vulnerable Kids Information System (ViKi). Created the UX and UI for the quite complex the web submission app which replaced a lengthy PDF document along with doing the user/stakeholder interviews and personas.

NZDF - Lead UI design on a mobile app catering to current and former members of the NZ Defence Force by pulling in social media feeds from all of the different Force media accounts while featuring tweets from the Chief of Defence

Universal Music Group - Contract Interactive Design

Working remotely from NZ for the New York office, November 2007 to July 2009

KEY NOTEABLE PROJECTS:

Redesigned the corporate website www.universalmusic.com. Streamlined the UI and gave the users a more engaging interface by featuring their key music artists, exciting news stories and contests to win concerts and prizes.

Designed an election focused microsite for their band "Fall Out Boy" to encourage the younger generation to get excited and to get out there and vote for change when Obama was running for office.



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A FEW MORE RANDOM BITS:

I love a challenge and working through
a user's journey to create solutions that
save time, money and sanity.

The best teams value character just as
highly as experience. I've worked with
some amazing ones, and the team
dynamic is always evident in the results.

Communication is key. Seriously.
No, really. Seriously.

Using emerging technologies, and
finding the opportunities where they
can truly make a difference.

And tacos. Tacos are also key.

The Designory (TBWA) - Interactive Creative Director Infiniti Vehicles

Long Beach, CA, August 2005 - May 2007

KEY NOTEABLE PROJECTS:

infinitiusa.com - Creative Director for Infiniti USA team. Led the creative team of approximately 15 people which included designers, copywriters and flash/html developers. Translated the design-focused Infiniti brand across the main parent site and all affiliated campaign microsites. Awarded an Excellence award from webawards.org

Sea Island Website. - Creative Lead responsible for changing the perception of the brand and allowing for the booking of accommodation for their resort online. Awarded an Excellence award from webawards.org

Global Beach Group - Creative Lead - Jaguar USA Vehicles

Irvine, CA, October 2003 - August 2005

KEY NOTEABLE PROJECTS:

jaguarusa.com - Conceptualised and implemented the design for the Jaguar USA corporate website with a team of art directors, Flash developers and UK based programmers.

XingOver Web Films. - Created the concept for a series of web based short films who's storylines revolved around the effect a Jaguar vehicle can have on a person when they come in contact with one. The series was one of the first in the market, and used a combination of live action and animation created by accomplished animator Peter Chung. It received an AdAge top 10 film site award.

Zentropy Partners - Interactive Art Director

Hollywood, CA, July 2001 - October 2003

KEY NOTEABLE PROJECTS:

gmbuypower.com - Lead designer for a research tool for potential automotive buyers. One of the first to have online configuration for their vehicles, online ordering and direct communication with the dealers. Also included were microsites for the different brands under the GM parent along with online marketing banners and tools for sites such as KBB.com

Created new media mini-site projects for Coca-Cola, Microsoft. and Paramount Pictures.

J Walter Thompson - Art Director

Los Angeles, CA, June 2000 - July 2001

KEY NOTEABLE PROJECTS:

Branding, recruitment and print advertising campaigns for a variety of client types including Universal Studios, TRW, Boeing, Microsoft and Cisco Systems

REFERENCES:

Available upon request