



Cheryl Browne

*Design is more than how it looks,  
design is also how it works.*

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#### AWARDS

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

#### KEY SKILLS:

Team Leadership  
Creative Direction  
User-centric UX / UI and Visual Design  
Web/Mobile/Product Design  
UX Research and Insights  
User Journey Mapping  
Rapid Iterative Development Prototyping  
Site Architecture  
Lo and hifi wireframing  
CSS / HTML  
Ecommerce Design  
Digital Strategy  
Google Analytics 4 Certified  
Branding across all media  
Advertising (print and web)  
Vendor Management

#### PRIMARY SOFTWARE & APPS:

Adobe Creative Suite  
Figma  
nvision  
Zeplin  
Flutter

#### UNIVERSITY EDUCATION:

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

#### SOME THINGS ABOUT ME:

I am a senior UX researcher & UI designer. I utilise a purposeful, user-centric design approach, to create accessible, goal achieving, usable and compelling websites, web based products/apps, mobile apps and intranets both on my own or with a team.

I bring over 15 years of interactive UX and design experience plus an initial background in branding, advertising and interactive marketing. 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.

#### NOTABLE CLIENTS INCLUDE:

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

#### EXPERIENCE:

##### Catalyst IT - Design Manager

Wellington NZ, October 2018 - Current

###### KEY NOTEABLE PROJECTS:

**Tourism New Zealand** - UX and UI design of a Tour Operator Database which allowed them to upload and manage all of their tour offerings on the TNZ website, easily promote special offers, and showcase their pictures and media.

**NZDF** - Discovery, UX and UI design of a complex equipment planning and allocation tool. The tool allows tracking, planning and allocation of military equipment and vehicles throughout New Zealand.

**DIA Services Websites** - Creative Lead responsible for UI and visual design for several of their websites that deal with topics covering the beginning to end of a human life. Created distinctive and unique visual treatments for sites handling quite sensitive subject matter.

**MOE** - Led design team in the redesign of Studylt for the Ministry of Education. The team created a user-friendly, student focused site with clever illustrations and colours. This new look and feel will now be the standard for the rest of their student websites.

##### Pikselin.com - Senior Interactive Creative Lead

Wellington NZ, April 2010 - November 2013, April 2015 - October 2018

###### 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.

**health.nzdf.mil.nz** - The Defence Health website for NZDF. Creative Lead responsible for Discovery Activities, UX/UI and visual design. This site was created in order to create a centralized place where the military and their families could come to find health information.

**dta.mil.nz** - Creative Lead responsible for Discovery Activities, UX/UI and visual design for the Defence Technology website. Gave them the tools they needed to show the country what their capabilities are and talk about the amazing things they have been doing.

**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*



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#### HOW I WORK:

I love the challenge that comes from working with users to create solutions that save time, money and sanity.

I've worked with and led teams of many personality types. Leading by example and building trust are key along with open communication to keep the team aligned with the product strategy and overall goal.

I expect a lot from my teams, but they will always know that I have their backs.

## Datacom Wellington - Contract UX / UI Design

Wellington NZ, January 2014 - October 2018

#### KEY NOTEABLE PROJECTS:

**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

**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.

## 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](http://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.

Created multiple interactive ad campaigns utilising banner creative and microsites for various promotions, album releases, concerts, artist events etc.

## The Designory (TBWA) - Interactive Creative Director Infiniti Vehicles

Long Beach, CA, August 2005 - May 2007

#### KEY NOTEABLE PROJECTS:

**infiniti.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](http://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](http://webawards.org)

## Global Beach Group - Creative Lead - Jaguar USA Vehicles

Irvine, CA, October 2003 - August 2005

#### KEY NOTEABLE PROJECTS:

**jaguar.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** - 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](http://KBB.com)

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