

Keith Bracken

UX Designer

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Eager and passionate UX designer with a background in client relations, management, and marketing. Looking for my next role with a web/app or product design space to utilize my design skills and enhance UX with mobile, tablet, and web-based devices.

Projects

- United Parcel Service - Case Study - The UPS mobile app and website needed an upgrade. This case study focused on rebuilding the entire mobile app and website for a diverse customer base.
- 3M Treatment Tracker - Case Study - I decided to rebuild the Treatment Tracker app with some extra features for the users. The team at 3M reviewed my case study: "We were pleased to see a strong alignment between your case study and the research and customer feedback we have gathered."
- Honey's Hot Sauce - A new hot sauce company that needed fresh new branding and a website for its customers. The team at Ethos Design Studio developed a new website, bottle branding, marketing, and merchandise for Honey's Hot Sauce's customers.

Experience

Ethos - Design Studio

New York, NY | September 2021 - Present
UX Designer / Project Manager / Front-end Developer

- Ray's Italian Ice - Client Project
 - Increased profitability by 27% from Q3 2022 to present post implementation of newly designed website.
 - Social media followers more than doubled at 52% with a more user friendly and inviting design.
 - Participated in daily scrum stand up calls with cross functional team.
 - Leveraged expertise in agile approach to deliver product ahead of schedule saving client time and budget.
- Created and managed project plans to ensure work is completed to meet goals and expectations.
- Collaborated internally and externally to define product experiences, from user flows and IA to hi-fi interactive prototypes and annotated handoff packages.
- Spearheaded user research efforts, facilitating sessions, and analyzing findings.
- Designed wireframes, mockups, prototypes, and storyboards for client apps and websites in Figma, Photoshop, Sketch, and Illustrator.
- Led user research, including but not limited to personas, user journey maps, and analyzing client app and website pain points.

UX/UI Design Program | CareerFoundry

New York, NY | October 2020 - September 2021

- Dedicated over 600+ hours focusing on UX/UI methodologies with training and mentoring from industry experts.
- Created portfolio projects that showcase all parts of the design thinking process through user research, user interviews, wireframing, prototyping, through to visual design and creating a completed task management solution for users.
- PlutoPay - A digital services web app that provides instant money transfers, the ability to buy and sell cryptocurrency, and a built-in rewards system. PlutoPay is a seven-month project designed to understand and implement research and feedback from surveys and interviews.

Rounds Marketing

New York, NY | October 2018 - March 2020
Founder / CEO

- Created a business to hire brand ambassadors to direct and execute a wide range of consumer and industry focused media campaigns.
- Managed experiential activations which include securing permits, creating branded premiums, and managed brand ambassadors.
- Developed and maintained relationships with media, promotional contacts, market influencers, community leaders, and grassroots organizations.

Allied Integrated Marketing

New York, NY | November 2012 - October 2018
Project Manager

- Assisted in the ideation and execution of market campaigns for a portfolio of clients in the entertainment industry.
- Reported to top-level studios for events and advanced screenings and pre-release receptions.

Education

Harvard

Jan 2023 - July 2023

Computer Science / CS50
Certificate

Scrum Alliance

June 2023 - August 2023

Certified ScrumMaster CSM

CareerFoundry

October 2020 - November 2021

User Experience Design
Front-end Development

The New School

October 2017 - January 2019

Digital Marketing

New York Institute of Technology

September 2006 - May 2010

BS, Computer Science and
Information and Computer Security

Skills

User Experience Design
Project Management
Market Research
Digital Marketing
Web & Mobile Design
Competitive Analysis
User Interviews
User Surveys
Wireframing
Prototyping
A/B Testing
Story Boarding
Qualitative Research
Quantitative Research
Design Thinking
Human Centered Design
Interaction Design
Information Architecture
HTML / CSS / Javascript
C / Python / Flask

Tools

Figma	Jira
Adobe XD	Visio
Sketch	Trello
Balmsiq	Photoshop
Invision	After Effects
Miro	Illustrator
Asana	InDesign
Notion	Excel