



CONTACT ME

Tel. 469.271.3386

e. tonybrowndesign@gmail.com

SOCIAL

[linkedin.com/in/tonybrowndesign](https://www.linkedin.com/in/tonybrowndesign)

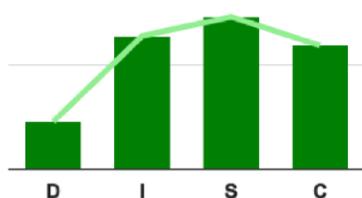
[facebook.com/tonybrowndesign](https://www.facebook.com/tonybrowndesign)

twitter.com/tonybrowndesign

STRENGTH FINDERS

Futurist
Ideation
Learner
Input
Achiever

Tony Brown's Natural Behavior



CLIENTS

Mckesson	Eviti
Sub Zero	JCPenney
Thomson Reuters	The Seed Co.
Urban Air	American Airlines
7-Eleven	Verizon
Ports America	Broadview Security
Christus Health	Neiman Marcus
Half Associates	

OVERVIEW

I create digital experiences by understanding what is being achieved by users, context of how and where it is achieved, and empathy for the person trying to achieve it. For two decades, I have helped companies gain this level of understanding for their users. I employ a proven process to observe, promote, and predict user behaviors, creating effective products that are a joy to use.

MY EXPERIENCE

Improving | Principal UX Consultant | 05/2022 to Present

As a principal consultant, I'm responsible for a wide range of UX duties combined with client and team management. I **facilitate workshops** to implement UX strategies. I conduct user research and testing to **drive future product decisions**. Through our Professional Scum with UX course, I help teams practice **UX in Agile environments**. Lastly, I advocate for user-centered design through internal and external thought leadership efforts.

Insight Enterprises | Senior UX Consultant | 10/2019 to 5/2022

I was a UX lead responsible for **establishing and growing the local team**. Led discovery efforts for external clients as well as our internal products. I facilitated workshops to create implementation processes. Lastly, I used these workshops to **engage end-users to ensure adoption**.

Improving | User Experience Consultant | 10/2014 to 10/2019

I had a wide range of responsibilities here including **developing ux strategies**, **conducted user testing**, stakeholder interviews, experience mapping, prototyping, visual design and front-end development. As a consultant, **client management** was also a key part of my role.

MY EDUCATION

University of North Texas

Major field of study: Visual Communication/Marketing

Collin County Community College

Major field of study: Graphic Design