Brandon Tidwell

SUMMARY

Self-motivated, pragmatic user advocate driven by a passion to understand user needs and improve ease-of-use through primary customer research and iterative design

SKILLS

Accessibility, Affinity diagrams, Competitive analysis, Contextual inquiry, Heuristic analysis, High and low fidelity wireframes, Personas development, Prototyping, Story boarding , Task flows, User research , User testing and Analysis

TOOLS

Axure, Balsamiq, Fireworks, Lucid Chart , Pencil, Photoshop, Simple Card Sort, Sketch, Visio, Word

EDUCATION

University of Georgia, Athens, GA
Bachelor of Fine Arts (1996)

PROFESSIONAL PRACTICE

Impetus Technologies Atlanta, GA (2014–)

User Experience Designer—Engaged in the process of enhancing user satisfaction by improving the usability of interaction between software and users.

• Understands and refines requirements; researches prior art, interface guidelines, and customer expectations

• Creates design specifications, mockups, prototypes, navigation maps, and other reference documents

• Coordinates communications between clients, design teams, and product engineering

The General Muir, Atlanta, GA (2013–14)

Bakery Manager—Managed the daily bakery operations of The General Muir, included in Bon Appétit magazine's "Top 50 New Restaurants 2013" and Atlanta magazine's "Restaurant of the Year 2013."

• Utilized inventory tracking and sales performance monitoring to guide the development of new products that increased revenue by 11% a month.

Bear Maker Bakery, Atlanta, GA (2009–13)

Owner—Organized and operated a commercial wholesale bakery.

• Grew business 160% over 3.5 years by understanding market needs, refining and innovating production practices, and strong online brand management.

IBM Security, Atlanta, GA (2007–10)

Information Architect—Responsible for understanding and synthesizing user research findings into artifacts that fostered the development of positive user experiences in an Agile development environment.

• Guided and validated design decisions for three major interface components, demonstrating the UX team's ability to address user needs in compressed development timeframes.

• Drove former ISS Product Management and Engineering teams to reach accessibility compliance milestones following acquisition by IBM.

Internet Security Systems, Atlanta, GA (1999–2007)

Information Architect (2005-07)—Established the value of User Experience team by participating in tactical projects that increased corporate awareness of UX methodologies and understanding of users.

• Recruited participants and conducted on-site contextual interviews, led interpretation sessions, collaborated in developing affinity diagrams, and consolidated sequence models to identify key insights, common installation/configuration failure points, and to develop design ideas.

• Decreased deployment times and technical support calls by providing deployment task flow models; aiding the Graphic Design and Technical Communication teams' development of a 'Getting Started Card' for hardware deployment.

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UI Designer/Developer (2004–05)—Recruited to the Product Development team to define, develop, and implement a web-based UI for flagship hardware solution, contributing to a $39 million dollar profit in 2005.

- Drove the creation of user requirements by conducting and documenting competitive analysis with Product Management.
- Developed site architecture diagrams and wireframes, and produced design comps utilizing Photoshop and Fireworks.

Web Designer/Developer (1999–2004)—Performed design, development, and maintenance assignments to support company website and intranet using Photoshop, Fireworks, PHP, CSS, and HTML.

- Increased company revenue by working with the Marketing department to design and develop the BlackICE Defender microsite, including search engine optimization; this improved consumer purchasing and downloading of personal firewall software.