

Gary Brandenburg

RESUME



Email: gebrandenburg@mac.com

Portfolio: garybrandenburg.com

Linked In Profile: [linkedin.com/in/gebrandenburg](https://www.linkedin.com/in/gebrandenburg)

Senior UX/UI Designer and Information Architect

Gary is passionate about clear design, information architecture, user experiences, and making things work! He has proven, practical experience to collaborate with your teams, deliver successful solutions, meet business needs, and smoothly blend design, technology, and content.

Qualifications

- Delivers successful user experience (UX), information architecture (IA), and user interface (UI) design.
- Uses seasoned skills to meet business, technology, and deadline goals.
- Facilitates a clear focus on user-centered design.
- Skilled with collaborative agile methodology and iterative creative process.
- Experienced with multiple prototyping and development tools.
- Brings reliable and proven communication skills across diverse teams, clients, and markets.
- Guides concepts through sketch, wireframe, prototype, code, and launch.
- Develops smart, engaging interactions, immersive content, and graphic visualization.
- Applies system-level analysis to shape architecture, taxonomy, and application experiences.
- Employs performance goals to create appealing training, simulations, and education.
- Can craft integrated experiences across site, mobile, media, exhibit, and print channels.

Professional Skills

- User experience
- Information architecture
- User interface design
- Taxonomy framework
- Wireframes & prototypes
- Instructional design
- e-Learning production
- Strategy development
- Content development
- Asset management
- Mobile design
- Visualization / infographics
- 3D models & animation
- Media design / production
- Brand identity
- Creative direction
- Team process
- Client communications
- Proposal development
- Classroom teaching

Professional Tools

Uses multiple tools to sketch, wireframe, prototype, develop consensus, and produce assets. Here are a few.

- Word, Excel, Powerpoint
- Pages, Keynote, Numbers
- Photoshop, Illustrator
- InDesign, Acrobat
- Filemaker
- Axure Prototypes
- Sketch
- OmniGraffle
- Balsamiq Mockups
- ZebraZapps
- Agile Methodology
- Jira Project Tracking
- Confluence
- Inkling Habitat
- Squarespace
- Flash, iMovie, Vimeo
- Cheetah 3D
- OmniOutliner / Plan
- HTML, XML, CSS
- and more...

Professional History

Ameriprise Financial
Contract Position
March 2016 to Present

Information Architect and UX Designer

I work collaboratively with development and business teams to define information architecture and user-focused experiences for several properties. I help to develop solutions through analysis, wireframes, prototypes, maps and other tools. We practice agile methodologies to facilitate our workflow. Working with our teams I have helped to migrate entire properties to new platforms, update existing products, create new tools and personalization experiences, and visualize financial data. I work with our UX team to support cohesive enterprise-level, user experiences across products, and build an on-going global pattern library.

Freelance
2014 to 2016

UX/UI Designer, Content Developer

Worked with multiple teams to develop information architecture, UX, UI, and media assets for mobile training, sales support, and education.

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Allen Interactions
2009 to 2014

Senior UX/UI Designer

Collaborated with Dr. Michael Allen, the founder of Allen Interactions, to design the user experience and interface for ZebraZapps, a cloud-based e-learning authoring system. Developed concepts from sketch through production. Created information architecture, taxonomy, style guides, and assets for UI, branding, and identity. Created user support components such as templates, message flow, and demos for desktop and mobile.

Freelance
2000 to 2009

UX/UI Designer, Graphic Designer, Director, Developer

Developed user experiences and interactions for educational, e-learning and marketing projects for clients such as Xcel Energy, Allen Interactions, and Fairview Health Systems. Developed branding and print projects for national and local clients.

College of Visual Arts
2001 to 2009

College Design Instructor

Taught classes for 2D design, color theory, and digital art techniques. Collaborated with instructors to develop an immersive, integrated curriculum for first-year art students.

Jack Morton
1998 to 2000

Creative Director

Designed and provided creative approach for interactive media and national live events.

ICONOS
1990 to 1998

Business Owner, Designer, Project Manager

Co-founded and co-managed interactive media studio with 9 employees and additional freelance teams. Lead design, project workflow, and team process. Created award-winning projects for 3M, PBS, and others. Successfully sold company to Jack Morton.

Prior Experience

Designer, Project Manager, Media Developer

Freelance/independent consulting and full-time employment positions. Designed media experiences, meetings, and national museum exhibits still in use today.

Samples of Work

SecureSource 4 Calculator (Ameriprise | Riversource) — www.riversource.com/spotlight/ss-calculator/ — This calculator is used by advisors to demonstrate the SecureSource 4 annuity benefit offered by RiverSource. We migrated it to a new platform, and added new capabilities and data visualization I helped to develop the concept with wireframes and prototypes, and facilitated design and development with analysis, documentation, and testing.

Columbia Threadneedle Investments (Ameriprise) — www.columbiathreadneedleus.com — We migrated the CTI Financial Professional site to a responsive platform that integrated data service and legacy elements. I worked with the multi-level team to develop UX and support the migration with wireframes, analysis, and documentation.

Medtronics (KDG Interactive) — Worked with a distributed team to develop enterprise-level sales support for mobile devices. Developed mobile publications with InKling, a cloud-based authoring environment. Analyzed and re-developed legacy content for the new InKling platform. Edited portions with integrated HTML.

Virtual Wind Farm Tour (Xcel Energy) — energyclassroom.com — Developed information architecture, wireframes, prototype mockups, and content assets and directed workflow for mobile-based sub-site within Energy Classroom educational web site. Features an animated 3D wind turbine, and a virtual climb to the top of the turbine.

Toyota Financial Services (Allen Interactions) — Blended e-Learning – Worked with distributed team to design user interface. Developed wireframes, prototype storyboards, and media assets. Developed integrated identity for online and offline printed training materials.

Dairy Queen (Allen Interactions) — Online Experiential Training – Designed IA, UX, and UI for experiential, photo-based product training. Created wireframes, mockups, and media assets.

PFSA (Allen Interactions) — Pennsylvania Family Support Alliance – Responsive Training Scenarios – Designed UI for responsive web site to train mandated reporters who are required by state law to report potential child abuse. Created prototypes, media assets, and movies.

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ZebraZapps (Allen Interactions) — zebrazapps.com — Cloud-based e-learning authoring application developed by Dr. Michael Allen to rapidly develop performance-based learning experiences. It uses visual programming with wires, ribbons, tables and gadget objects to build smart interactions. It can publish to multiple formats and LMS systems.

Energy Classroom (Xcel Energy) — energyclassroom.com — Multi-year online energy education project, with interactive video, photos, games and classroom resources. Received multiple awards. Most recent addition is a mobile-friendly Wind Farm Tour with a 3D animated wind turbine.

Airline Gate Training (United Airlines) — 3 interactive, network-delivered training modules to train employees about new technology, software, and gate procedures. Included simulations, gaming activities and skill assessment.

What's The Secret? (3M and TPT/PBS) — Interactive science education series for children based on Emmy award-winning "Newton's Apple" television series. A 3-volume CD project for public distribution. The project included a \$1.5 million dollar budget and an extended team of 40 people. Received over 25 awards.

3M Identity Launch (3M United States) — A large project with 4 collaborating teams (print, design, web, content) to transform 3M's printed corporate identity guidelines into an online resource for vendors and dealers.

We Are Fairview (Fairview Health Services) — DVD used for both employee orientation and recruitment. Profiled the scope and services of the Fairview system with video, tours, and interviews.

Werner Bischof: Life and Work of a Photographer (Werner Bischof Estate) — Interactive CD biography of a founding member of Magnum Photos. Profiled his work, travels, thoughts and legacy.

Putting Thought Into Action (University of St. Thomas) — Interactive student recruitment tools. Included a CD and companion web site with campus tours and student interviews. Research showed that it positively influenced over 20% of incoming students' decision attend the university. Received multiple awards.

Meetings, Events and Museums (Clients include: McDonalds, Pizza Hut, Honeywell, Tetra Pak, Johnson Wax, Boston Museum of Science, National Park Service, Cahokia Mounds Museum, Boy Scouts of America, and more.) — Designed and developed graphic identity, presentations, video, interactive exhibits, and live events.

I invite you to explore these projects and more at my portfolio: garybrandenburg.com

Education and Professional Associations

Concordia University Bachelor of Arts, Magna Cum Laude
Major: Elementary and Art Education.
Editor of college newspaper.

Career Education SIGGRAPH, SIGCHI, MCAI, IICS, AMI, U of Nebraska, MIT Visual Workshop,
Minneapolis College of Art & Design, and ongoing conferences.