



## JEFFREY BURNS

Lead UX/UI/Visual Designer

### CONTACT

Bradenton, FL 

704.794.4178 

jburns@burnscreativegroup.com 

www.burnscreativegroup.com 

### PROFILE

Passionate about UI/UX Design.  
Play Hard, Work Harder. Pixel  
Pusher. Delivering Innovation  
Through Creative Expression,  
is what I do!

### SKILLS

User Interface Design	★★★★★
User Experience	★★★★★
Wireframing	★★★★★
Sketch/Axure	★★★★★
Agile	★★★★★

#### Additional Skills:

Zeplin, InVision, Prototyping, Creative Direction, Art Direction, Mobile Design (iOS & Android), Responsive Website Design, JIRA, Agile Process, Face to Face Client Interaction, Knowledge of HTML, CSS, 10 years remote experience and more...

### EXPERIENCE

#### Lead UX/UI/Visual Designer | Independent Consultant

December 2018 / Present - REMOTE

Gathering and evaluating user requirements, in collaboration with product managers and engineers. Illustrating design ideas using storyboards, process flows and sitemaps. Designing graphic user interface elements, i.e., menus, tabs and widgets. Creation of design system.

#### Senior UX Designer | Malwarebytes

August 2016 / December 2018 - Clearwater, FL

- Execute innovative UX concepts in a fast-paced environment while always keeping user needs at the forefront.
- Designed and implemented common user interface standards, system usability guidelines, design guidelines, UI Kit, wireframes, user-stories, and Axure prototypes.
- Advise and collaborate with UX designers, product managers, engineers and researcher to refine user interactions from concept to release.
- Responsible for the new creative direction for responsive B2B cloud console.
- Support multiple projects in parallel; organize and manage assignments in a dynamic, diverse environment while meeting tight deadlines.

#### Senior UI/UX Designer | Independent Consultant

April 2015 / August 2016 - REMOTE

Projects: TIAA, CapTech/Wells Fargo, Mitchell International, MJE Marketing

- Partner with Interaction Designers to conceptualize, design, build, and extend user experiences.
- Work with UX researchers to design and observe user studies and translate research findings into insights and design improvements.
- Present designs to cross-functional teams and negotiate trade-offs.
- Participated and directed in Photoshoots.
- Help lead the creative direction of rebranding.

#### Senior Lead UX/UI Designer | SportsLabs

January 2013 / April 2015 - Boulder, CO

- Designed and implemented common user interface standards, system usability guidelines, design guidelines, wireframes, user-stories, and HTML prototypes.
- Worked with the product development, Business Analysis, Development, and QA teams to design online user experiences.
- Responsible for mentoring younger ux designers.



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### Manager of UX/UI Design Services | Under Armor - MapMyFitness

February 2010/October 2012 - Denver, CO

- Managed and mentored groups of exempt and nonexempt employees.
- Managed the development of creative concepts and user experience, and production of all materials associated with the channels of distribution.
- Provided creative direction and lead the rebranding efforts.

### Senior Lead Designer/HTML-CSS Dev | Active Network

July 2007/February 2010 - San Diego, CA

- Worked closely with art and creative directors, user experience, software developers, illustrators, and production to brainstorm, concept, design and implement projects in accordance to the assigned client's brand standards.

### Continued... (EXPERIENCE)

- Senior UI Designer (Consulting): Nov 2005/Jan 2007
- Art Director/Project Manager: Sony Electronics Inc. - May 2004/Nov 2005
- Sr. Web Designer (Contractor): FinancialAid.com, - Oct 2003/May 2004
- Senior Art Director: ABX Interactive, Inc. - Jan 2002/Oct 2003
- Jr. Art Director: Intermedia Inc. - Sep 2000/Jan 2002
- Sr. Web Designer (Contractor): Emeron - Sep 1999/Sep 2000
- Graphic Designer (Contractor): Holy Redeemer - March 1999/Sep 1999
- Graphic Designer (Contractor): Bell Atlantic - April 1998/March 1999
- Jr. Graphic Designer (Co-Op): The Franklin Institute - Jun 1995/Jan 1996

### NOTABLE CONTRIBUTIONS

- Established and produces graphic material for use in advertising and promotion of online services and products.
- Designed and constructed web pages/sites, incorporating graphic user interface (GUI) features and other techniques.
- Maintained and provided an ongoing UI design of multiple websites, mobile apps, email campaigns, and social applications concerning promotions and advertising banners, and seasonal content specials.
- Work closely with internal groups such as Design, Sales, Marketing, IT and Product Development to drive intelligent business decisions, assisting in interface development, navigation, page flow, wireframes, graphical layout, and controlling the user experience.
- Collaborated and interacted with clients to manage the creative and instructional direction of custom projects, assessing individual needs and devising visual solutions.
- Planned, directed, coordinated, and operated all activities in a



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corporate office.

- Supervised creative design within business groups and directed and developed final visual image that communicates the organization's marketing objectives to the consumer.

### EDUCATION

- University of Michigan, Remote, UX Principles and Process - May 2021
- Drexel University, Philadelphia, PA - June 1995/June 1998
- Green Mountain College, Poultney, VT - September 1993/May 1995

### NIELSEN NORMAN GROUP LICENSES & CERTIFICATIONS

- UX Basic Training - September 2021
- Generating Big Ideas with Design Thinking - October 2021

### PORTFOLIO SAMPLES

Personal Site:

<http://burnscreativegroup.com/>

#### NOTE:

I have additional work. Since products are data sensitive, I'm not able to post on my portfolio. Additional work is available upon request.