**EMILY**BROWN**DESIGN**

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### Creative Expertise

Figma + Adobe Xd

Design Tokens Studio

Components + Patterns

Documentation

### Professional Skills

Collaborator

Communicator

Organizer

Problem-solver

### Hobbies + Interests

Motorsports

Backyard Chickens

Photography

Interior Design

## Experience

### Product Designer - Design Systems

General Motors
March 22 – Current
Detroit, MI

- Explore and lead design token implementation while mentoring designers and collaborating with development.
- Conceptualize with team to showcase possibilities with a new structure of the system that would drive adoption with different stakeholders.
- Establish governance and process documents to guide the team and manage our workflows.
- Create components and patterns in Figma and write accompanying documentation on usage and specifications for consumption.

### Product Designer - Vehicle Commerce

General Motors
Feb 21 – March 22
Detroit, MI

- Guided business stakeholders towards better experiences through design processes like benchmarking, user flows, and surveys.
- Created modern concepts to improve the dealership's day to day workflows and assist them in providing a better customer experience.
- Defined patterns for things like cards, button hierarchy, layout, and navigation to create a consistent experience.

### UI Designer

Vertafore
Jan 19 – Feb 21
Denver, CO

- Updated, maintained, and created UI kits for designers, defined behavioral patterns and documented for reference across design and development.
- Worked closely with UX designers, content writer, and other UI designers to produce feature work and establish design patterns.
- Collaborated with development and product teams via feature kick-offs and hand-offs.

### Digital Designer

Schomp Automotive
Nov 17 – Jan 19
Highlands Ranch, CO

- Improved dealership website experiences with leverage from conducting user interviews, card sorting exercises, and heatmap reports.
- Improved conversions with better IA, content, and design hierarchy.
- Improved design consistency via brand guides and digital style guides for each website.
- Established organization among team by creating a shared file structure and naming convention.

## Education

### UX Bootcamp

General Assembly
Aug – Dec 17
Denver, CO

- Course focused on design processes related to user experience design. Activities included user research sessions, rapid prototyping, UI design, and presentations.

### Communication Design  + Photography

Metropolitan State University of Denver
Sep 10 – Dec 16
Denver, CO

- BFA with a double concentration in Communication Design and Fine Art Photography. Highlights include food desert group research project, backyard chicken starter kit, and photography thesis show. Graduated 2016.