



# Brennan Banta

## CONTACT

hello@brennanbanta.com

[www.brennanbanta.com](http://www.brennanbanta.com)

[in/brennan-banta](https://www.linkedin.com/in/brennan-banta)

## TOOLS

Adobe Illustrator  
Adobe Photoshop  
Sketch  
InVision  
HTML5  
CSS3  
JavaScript  
Adobe XD  
Adobe InDesign  
Adobe Fireworks  
Adobe Lightroom  
Adobe Premiere  
Balsamiq  
Unity 3D  
Final Cut Pro

## SKILLS

UI  
UX  
HCI  
Wireframing  
Digital Layout  
Paper Prototyping  
Usability Testing  
Client Relationship Management

## UI/UX DESIGNER

Highly skilled UI/UX Design professional with extensive experience in responsive design, web apps, mobile applications, iconography and digital illustration. Provide substantial cost-saving via optimized design processes. Global clients include; PwC, Accenture, KPMG, Cisco, Sprint, Willis, HSBC, CapitalOne, BASF, Dow Chemical, US Army, Trelleborg, Swinton, Eni, Citrix, Workday, Vencore, UniCredit, Chemours

## TYPES OF PRODUCTS

Responsive Design	Iconography	Digital Marketing Materials
Web Applications	Digital Illustration	Brand Recognition
Mobile Applications	Email Blast Design	Personal Website

## WORK EXPERIENCE & ACHIEVEMENTS

### VISUAL DESIGNER

JULY 2017 - PRESENT

TrueChoice Solutions | New York, NY

- Produce and present unique interface designs for automotive, consumer retails clients
- Develop designs for manufacturing, high-tech, utility and financial industry clients as well
- Communicate with clients to plan goals and objectives, providing account leadership
- Design iconography and produce illustrations to compliment and enhance user interface
- Lead cross-functional 5-member team to design, develop and implement email blasts
- Earned 20% in user response rates as a result of email blasts
- Hire, train and manage team of motivated, highly productive interns

### INTERACTIVE DESIGNER

JULY 2014 - JUNE 2017

TrueChoice Solutions | New York, NY

- Achieved 15% cost-savings (\$144k) in 2 years via optimized design processes and new tools
- Selected out of 3 semi-finalists to lead comprehensive redesign of internal application
- Built application design that resulted in marketing team earning 3 new clients in 2 months
- Assisted in migration from Flash based to HTML5, resulting in 50% increase in market share
- Designed digital mockups for a variety of brands used to aid marketing in their sales pitches
- Created wireframes of interactive widgets and layouts for browser-based apps to enhance UX
- Defined use cases and technical requirements for various interface improvements
- Documented all processes, usage guides and best practices for bleeding-edge interfaces

### WEB DESIGN INTERN

JUNE 2014 - JUNE 2014

Magnet Media | New York, NY

- Updated company website with engaging, brand-conscious graphics
- Created graphics in promotions video and digital advertisements to meet client goals

### GRAPHIC DESIGN INTERN

MAY 2013 - MAY 2014

The Indian Milk & Honey Co. | Ithaca, NY

- Managed social media accounts for rapidly growing domestic yogurt company
- Produced social media marketing campaigns, resulting in 30% more Facebook "likes"
- Collaborated with Senior Management in India to determine marketing applications
- Developed aesthetically pleasing graphics to proactively enhance sales activity
- Updated company website with engaging, brand-conscious graphics and user flows

## EDUCATION

Bachelor of Science, Emerging Media & Digital Design

2010 - 2014 Ithaca

College | Roy H. Park School of Communications

Minors: Web Programming, Game Development, Computer Technologies