

Brennan Banta

Product Designer

Contact

Email

hello@brennanbanta.com

Portfolio

www.brennanbanta.com

LinkedIn

in/brennan-banta

Skills

Design

User interface · User experience ·
Wireframing · Rapid prototyping ·
Information architecture ·
Iconography · Typography ·
User flows · Style guides ·
Design systems/libraries

Research

Interviewing · Usability testing ·
Task analysis · Persona hypothesis ·
A/B testing · Heuristic evaluation ·
Benchmark analysis

Tools

Figma · Adobe Suite · Sketch ·
Procreate · G Suite · Jira ·
Visual Studio Code · HTML/CSS

Collaboration

Design critique · Self starter ·
Detail oriented · Flexible ·
Communitive · Organized

Employment

Product Designer | ChalkCast / Lively Video

July 2019 — Present

Austin, TX

Designing flows and interfaces for video conferencing solution aimed at connecting high school and college students with their instructors. Conducting user interviews, usability tests, heuristic evaluations and benchmark analyses. Presenting findings to project manager, engineers and stakeholders. Led initial branding efforts and design system creation.

Visual Designer | TrueChoice Solutions

July 2017 — May 2019

New York, NY

Communicated directly with clients to plan goals and objectives. Lead cross-functional 5-member team to design, develop and implement email campaigns, achieving 20% increased user response rates. Hired, trained and managed team of motivated, highly productive interns.

Interaction Designer | TrueChoice Solutions

July 2014 — June 2017

New York, NY

Conceptualized interfaces for a variety of brands used to aid marketing in sales pitches. Achieved cost-savings by optimizing design processes and introducing new tools to team workflow. Documented all processes, usage guides and best practices to ensure smooth use of methods.

Projects

Visual Designer | Indian Milk & Honey

June 2021 — August 2021

Ithaca, NY (Remote)

Created visual themes for marketing and collateral materials. Produced and executed ideas for improving conversion funnel, website branding, social media presence, email campaigns and Amazon store page.

Product Designer | Workweek Lunch

February 2021 — June 2021

Seattle, WA (Remote)

Designed layouts, interactions for meal prepping web app. Collaborated with engineers to ensure approaches were reasonable and effective. Translated branding into design system to maintain UI systematically at scale.

Education

Bachelor of Science in Emerging Media - Design & Production

Graduated 2014 Ithaca College | Roy H. Park School of Communications