

# Brook Buchanan

## EXPERIENCE

### Director, Digital Experience Design | Apr. 2018 - Current • The Hertz Corporation • Estero, FL

- ▶ Lead the UX/UI vision for Hertz, Dollar and Thrifty websites and apps
- ▶ Integrate usability best practices and adhere to brand guidelines for all digital experiences
- ▶ Manage a team of designers to execute best in class user experiences
- ▶ Collaborate with Product Owners and BAs to create and maintain products for all digital experiences
- ▶ Manage 3rd party design vendors on UX/UI redesign execution for Hertz, Dollar and Thrifty sites and apps
- ▶ Develop A/B testing design strategies to improve KPIs for .com digital experiences
- ▶ Use Google Analytics and voice of customer data to inform design decisions to improve user experiences
- ▶ Lead UX/UI design presentations to executive leadership teams
- ▶ Oversee the creation of functioning prototypes and partner with IT on implementation
- ▶ Partner closely with project management and IT to ensure accurate timeline and delivery schedules

- ★ **Redesign:** Approved UX/UI design screens for redesign of Hertz, Dollar and Thrifty website and apps
- ★ **AB Testing:** Using Maxymiser to deliver the redesigned site experience to customers
- ★ **AB Testing:** Implemented design updates to improve KPIs in resflow | **Users To Checkout Page:** +24%
- ★ **Approach:** Implemented new workflow and process to build efficiencies within the design team
- ★ **Loyalty:** In process of simplifying the user experience to sign up for loyalty and manage account

### Senior Digital Art Director | Sep. 2013 - Apr. 2018 • Chico's FAS • Fort Myers, FL

- ▶ UX/UI Art Director for e-commerce site enhancement projects on Soma.com
- ▶ Developed and mentored a design team to create high quality digital marketing experiences for Soma
- ▶ Emphasize the importance of usability best practices and adherence to brand guidelines
- ▶ Created a detailed digital style guide to ensure all experiences are built within UI design requirements
- ▶ Manage 3rd party design vendors on creative execution for Soma.com
- ▶ Translate design comps into functioning prototypes and partner with IT on implementation
- ▶ Partner closely with project management and IT to ensure accurate timeline and delivery schedules
- ▶ Implement creative concepts for campaigns through partnership with marketing and merchandising
- ▶ Organize and art direct photo shoots for campaign photography in partnership with the brand stylist

- ★ **Redesigned Soma.com** | **Conversion:** +25.5% | **Transactions:** +11.3% | **Load Time:** -26.7%
- ★ **Approach:** Phased in new functionality pre launch to establish new site standards for the customer
- ★ **Loyalty:** Launched a new digital site experience for Soma's loyalty program
- ★ **Gift Cards:** Launched new eGift Card experience on the Chico's FAS websites
- ★ **Compliance:** Quickly implemented new screens and copy to Chico's FAS websites to meet CASL standards
- ★ **Enhancement:** Implemented BazaarVoice ratings and reviews into the Chico's FAS websites

### Digital Art Director | May. 2011 - Sep. 2013 • Chico's FAS • Fort Myers, FL

- ▶ UX/UI Art Director for e-commerce site enhancement projects on WHBM.com and Soma.com
- ▶ Attended user testing sessions to execute immediate design adjustments for prototype implementation
- ▶ Led a design team to create high quality digital experiences
- ▶ Translated wireframes, use case scenarios, and business needs into high fidelity design comps
- ▶ Created detailed site style standards and redlines to ensure sites are built within UI design requirements
- ▶ Performed VQA/UAT and provided detailed documentation to IT and project management

- ★ **Launched Tablet Sites:** WHBM | Chico's | Soma | Boston Proper | **Sales:** +\$4M/yr
- ★ **L2 Award:** WHBM Tablet Site
- ★ **Loyalty:** Launched a new digital site experience for WHBM's loyalty program

## ABOUT ME

I have a passion for creating state of the art digital customer experiences. I partner closely with testing, analytic, and marketing teams to use customer data to inform design decisions that drive results. With over 13 years of UX/UI experience across many brands, I truly believe in the art & science of UX/UI design.

## LINKS

 [PixelMoxie.com](https://www.pixelmoxie.com)

 [LinkedIn.com](https://www.linkedin.com/in/brookbuchanan)

## SKILLS

- ▶ UX/UI Design
- ▶ Adobe Creative Suite
- ▶ InVision
- ▶ HTML/CSS
- ▶ PHP/JavaScript
- ▶ XML/XSL
- ▶ Google Apps
- ▶ Microsoft Office Suite
- ▶ Wordpress

## EDUCATION

### The AI of Philadelphia

Jan. 2003 - Mar. 2004

Majored in Graphic Design

### Lehigh Valley College

Jul. 2000 - Dec. 2001

AS in Visual Communications

# EXPERIENCE

## Senior Digital Designer | Sep. 2010 - May 2011 • Chico's FAS • Fort Myers, FL

- ▶ UX/UI Design Lead for e-commerce site experiences on WHBM.com
  - ▶ Created detailed Interaction Design Documents to ensure experiences are built within UI requirements
  - ▶ Supported the Art Director to ensure proper brand alignment for online marketing materials
  - ▶ Conducted meetings and presentations for WHBM online marketing reviews
- ★ **Process Improvement:** Introduced Chico's FAS to an Interaction Design Document
- ★ **Talent Acquisition:** Instrumental in building new and cohesive design teams

## Digital Art Director | Jan. 2010 - Sep. 2010 • True Action • King of Prussia, PA

- ▶ UX/UI Art Director for e-commerce website redesign projects
  - ▶ Collaborated with Information Architects on UX/UI best practices and site hierarchy
  - ▶ Attended user testing sessions to gain insight to inform design execution
  - ▶ Led a design team to create high quality digital experiences
  - ▶ Led UI/UX design presentations to clients
- ★ **Launched Sites:** Tumi | Adidas | Ace Hardware | NFL Extra Points | Dick's Sporting Goods
- ★ **W3 Award:** Silver - Tumi, Branding
- ★ **Pixel Award:** Finalist - Tumi, Commerce | People's Champ Award - Tumi, Commerce
- ★ **Interactive Media Awards:** Outstanding Achievement - Tumi, Retail
- ★ **Launched Mobile Sites:** Ace Hardware's first mobile site

## Senior Digital Designer | Oct. 2007 - Jan. 2010 • TrueAction • King of Prussia, PA

- ▶ UI Design Lead for e-commerce website redesign projects
  - ▶ Translated wireframes, use case scenarios, and business needs into high fidelity design comps
  - ▶ Created detailed site style standards and redlines to ensure sites are built within UI design requirements
  - ▶ Performed VQA/UAT and provided detailed documentation to IT and project management
- ★ **Launched Sites:** GNC | Bath & Body Works | Speedo | Deb Shops | Christopher & Banks
- ★ **Increased Engagement:** All sites saw an increase in engagement after their new site launched

## Digital Designer | May 2005 - Oct. 2007 • Unitrin Direct Auto Insurance • Plymouth Meeting, PA

- ▶ UX/UI Design Lead for unitrindirect.com and responsible for optimizing the new auto insurance quote flow
  - ▶ Translated wireframes, use case scenarios and business needs into high fidelity prototypes
  - ▶ Created detailed site style standards and redlines to ensure sites are built within UI design requirements
  - ▶ Performed VQA/UAT and provided detailed documentation to IT and project management
  - ▶ Designed, developed, and maintained an appealing company intranet site within SharePoint
  - ▶ Designed marketing banner ads, print materials & emails
- ★ **Increased Conversion:** Optimized user flow eliminated steps and generated more quotes per month
- ★ **Rebranding:** New look & feel for online and print materials that appealed to the target demographic