

# BRANDI LALANNE

## UX DESIGN, DEVELOPMENT & CREATIVE DIRECTION

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### PROFILE

I am an award-winning creative who is a professional hybrid developer, UX and interaction designer, digital strategist and creative director. Being multi-disciplinary allows me to merge form and function through a delicate balance of aesthetics, usability, research and business acumen. My leadership skills have been used to build teams, create capabilities and outline numerous proficiencies. With a deep experience in the digital space and a passion for design that works, I am able to translate complex concepts into successful executions.

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### EXPERIENCE

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#### SENIOR DIGITAL STRATEGIST | CURRENT THE BLACK SHEEP AGENCY

- Own and elevating all digital initiatives to co-create comprehensive digital brand strategies driven by user-first thinking and research.
- Determining KPI's for strategies and defining tracking methodologies.
- Responsible for connecting tactics across various marketing activities and ensuring they ladder back up to overarching strategic goals.
- Auditing and analyzing data and analytics to cultivate insights to be used for creative direction and proposed marketing tactics.
- Driving discovery and user experience research to identify behaviors, needs, goals and expectations based on demographics, psychographics, and situational analysis.
- Working exclusively with nonprofits, civic organizations and for-profit companies with social impact missions.

*Clients include: The White House (FLOTUS), NRG, Reliant Energy, The Holocaust Museum of Houston, bthere, Neighborhood Centers*

#### DIGITAL DIRECTOR | 2014-2016 MMI AGENCY

- Owned and oversaw all user experience and interaction design and development of digital assets across multiple devices.
- Performed audits of client's digital assets with a focus on usability, search optimization, user experience and visual aesthetics.
- Developed and maintained UI library, technical documentation and digital brand standards for clients.
- Owned digital creative approach, proposal development, budgets, timelines and project scope of digital deliverables.
- Charged with growing and mentoring digital team and advancing the department's goals and capabilities based on emerging industry trends and needs.
- Developed new products, refined processes and increased overall product quality.
- Introduced operational workflows and efficiencies.
- Participated in client-facing presentations and meetings as subject matter expert.
- Produced public thought-leadership articles and participated in internal education efforts.
- Determined best practices along with the department's preferred tools and platforms.
- Work focused on brand strategy, research and discovery, creative and UX direction, information architecture, user experience and interaction design and user analysis.

*Clients included: MD Anderson Cancer Centers, Greater Houston Partnership, AIG, NRG, Houston Livestock Show and Rodeo, Perry's Steakhouse & Grille, Community Health Choice, Shell*

## **DIGITAL CREATIVE DIRECTOR | 2012-2014** **MMI AGENCY**

- Directed the creative execution of strategies through design and development.
- Responsible for using analytics and business objectives to appropriately direct information architecture, wireframes, prototypes, mock-ups and designed solutions.
- Managed team comprised of UX designers, front-end developers and backend developers while guiding them in personal professional growth.
- Initiated and implemented resource library and internal project processes.
- Defined design and UX strategies around user personas and research.
- Managed and tested development of UX.

## **UX & DESIGN LEAD | 2010-2012** **CHAIONE**

- Lead UX design within a team of UX designers, developers and Q&A teams.
- Designed and produced portions of web and mobile applications.
- Responsible for and participated in the research, design and front-end development.
- Trafficked projects and managed day-to-day priorities of projects and milestones.

*Clients included: Weatherford, Girl Scouts of America, Game Plan, DeliRadio*

## **DESIGNER & DEVELOPER | 2006-2010** **SCHIPUL**

- Collaborated with highly creative interactive design team as both frontend designer and front-end web developer.
- Developed and deployed web projects on a variety of different content management systems.
- Produced pixel-perfect mock-ups of digital assets.
- Designed according to brand standards and strategies.
- Worked with larger team to produce content design tactics.

*Clients included: The Houston Zoo, Children's Museum of Houston, YMCA, IKEA, Tony Chachere's*

## **SKILLS & EXPERIENCE**

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Information Architecture, Wireframing, Usability Testing, User Research, UX Design, Visual Design, Interaction Design, HTML/CSS, JavaScript, Prototyping, Cross Browser and Device Development, Multiple Content Management Systems, Adobe Creative Suite, Basic SEO, Data Analysis, Campaign Development and Deployment, Email Marketing, Management, Microsoft Office Suite, Sketch, Omnigraffle

## **EDUCATION**

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Bachelor of Fine Arts  
Interactive Media and Design  
The Art Institute of Houston

## **TOP 5 STRENGTHS**

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Analytical  
Learner  
Restorative  
Individualization  
Realtor

*From Gallup's StrengthsFinder 2.0*