

Hello, I'm Brent.

Making experiences:
+ simpler + smoother + intuitive
+ empowering + easier + efficient
+ engaging + memorable + accessible

Brent Blaskievich
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704.267.4208

SKILLS + SOFTWARE

Design ★★★★★

UI, Branding, Photoshop, Illustrator, Figma, Sketch, Premiere, InDesign, Cinema4D, Edge Animate, Identity, Style guides, Photography, Mobile, Responsive, Ai exploration

UX ★★★★★

Prototyping, User Testing, Accessibility, A/B Testing, Unbounce, Interaction design, Information Architecture

Dev. ★★★

HTML, CSS3 / SASS / LESS, Sublime text, JavaScript/jQuery

XP / 20 YEARS

Ocrolus 4+ yrs Aug 21-May 26 / Lead UX Designer

- + Oversee design for groundbreaking AI products in mortgage and small business space.
- + Realtime design updates with clients, product, and developers.
- + Design and prototype user interfaces to solve complex mortgage needs with different user types.
- + Manage and optimize reusable design component library.
- + Gather and implement design feedback in real time from product / engineering and customers.
- + Educate and oversee junior designers.

Global Payments/Heartland 3+ yrs Dec 17-Jun 21 / Sr UX Designer

- + Solve complex restaurant management UI/UX issues for major brands (Taco Bell, Culver's, Wendy's).
- + User testing / prototypes to streamline tedious tasks for users.
- + Create and manage design libraries, and educate designers and devs on best practices.
- + Work with developers to ensure brand, style, and UX consistency.

Ally / TradeKing 5 yrs Oct 12-Oct 17 / Sr UX Designer

- + Multiple innovation awards for TradeKing LIVE trading platform.
- + Oversee multiple designers to ensure brand, style, UX consistency and remove obstacles.
- + Content creation - Employee / still photography, 3D modeling / animation. Educational videos.
- + User testing / prototypes to remove user frustration and save dev time.
- + Directly implement front-end styling, bug fixes, and rapid prototyping.
- + Mobile app optimization to reduce placing a trade from 17 taps to as little as 7 (58% faster).
- + Design and develop marketing materials, emails, landing pages, trading products.
- + Create and maintain branding, UI, and developer style guides.
- + Created custom CSS flex framework and CSS coding standards.

Lowes.com

1 yr Aug 11-Oct 12 / Sr Web Designer

- + Designed innovative 'Home Profile' section for myLowe's logged-in experience.
- + Create and develop marketing materials, emails, landing pages.
- + Agile development process.

LendingTree

2 yrs Jun 09-Jul 11 / Web Designer

- + Developed mortgage calculators to increase user engagement and conversion.
- + Design and develop marketing materials, emails, landing pages.
- + HTML / CSS development, optimization and rebranding of website.

EDUCATION

Art Institute of Charlotte 2004 - 2007 / Sr UX Designer

- + Bachelors of Arts, Graphic Design, Best Portfolio