

LIV BROWNING

USER EXPERIENCE RESEARCH VISUAL DESIGN

EMAIL
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PORTFOLIO
www.livbrowning.com

Passionate, Curious, Socially Conscious, Community-Oriented Designer

I seek fresh perspectives, push boundaries and continually evolve my design thinking and skills to create meaningful experiences and products.
My goal: **To Do Good Work that has a Positive Impact.**

★ WORK EXPERIENCE

OTB Solutions
January 2008
to Present

IT CONSULTANT - USER EXPERIENCE DESIGN and PROJECT MANAGEMENT

Leveraging my 20+ years of technical, creative and communication skills with design process to deliver real results. I have worked on diverse projects for a broad spectrum of clients, like Microsoft, Starbucks, and CHI/Franciscan Health.

FEATURED PROJECTS

OTB Solutions

USER EXPERIENCE and VISUAL DESIGN

Website redesign and branding - Implemented the analysis, redesign and launch of a new OTB Solutions website; overhauled the architecture, visual design and written content. Modernized company branding - created style guide and templates; applied across all company collateral to create a cohesive design. Continue to manage, refresh and update site content.

Career Key

USER EXPERIENCE DESIGN

Shopping cart redesign. Optimized cart check out flow to enhance sales and improve customer interaction; simplified cart options, applied standard cart ux patterns, added a progress indicator and fixed navigation flow.

Microsoft

USER EXPERIENCE DESIGN

Improved Microsoft Office Add-in quality by creating developer toolkits, design guidelines and best practices, and through redesigning UI and icons for existing add-ins.

Starbucks

USER EXPERIENCE RESEARCH

One of a team of four. We conducted 25 interviews over a variety of departmental roles. Synthesized 5000 data points through affinity diagramming and card sorting. Distilled findings into five core personas from which the company can drive user experience.

Navicet

USER EXPERIENCE DESIGN

Employed user-centered design principals in a rapid design sprint to successfully deliver the initial mobile design of KIWI, a team engagement metrics tool. Navicet has since iterated and launched KIWI on IOS, Android and Windows Phone platforms.

CHI Franciscan Health

PROJECT MANAGEMENT

EPIC Deployment Project Manager for the Go-Live Deployment of Epic software roll-out at CHI Franciscan Health. Coordinated the implementation strategy and overall business process of an EPIC implementation for the Franciscan Health System, which included four hospitals and 120 clinics.

Microsoft

WEB CONTENT CREATION and MANAGEMENT

Part of a team that led the content migration and web copy creation for a public facing SharePoint Internet site, wherein four different websites controlled by eight different departments were combined into one main site.

★ PROFESSIONAL SKILLS

User-Centered Design Process;
Interaction Design;
Visual Design;
Strong Concept Generation;
Ideation and Strategy;
User Research, Survey and Interviews;
User Personas, Use Cases, Scenario Planning, Journey Maps and Task Flows;
Information Architecture, Site Maps;
Sketches, Wireframes, and Prototypes;
Technical Writing;
Project Management;

★ Client List

Asentus
Blaine County Planning Office
Career Key
CHI / Franciscan Health System
Education First Consulting
Evergreen Medical Center
Group Health Cooperative
Microsoft
Mountain Rides
Navicet / Squawk Metrics
Prime Healthcare
Starbucks
Ste. Michelle Wine Estates
Sound Transit
UW Medicine

★ PREVIOUS WORK EXPERIENCE

Prior to 2008

Kick Asthma

FOUNDER, KICK ASTHMA®

The Buteyko Method is an effective, alternative breathing therapy for asthma, sleep apnea, chronic hyperventilation, panic attacks and sports training. As the first U.S. practitioner, I introduced the method to the U.S. and the Seattle area.

- Authored and produced *Kick Asthma® Naturally*, a home education kit, which includes a book, booklet and a professionally directed and produced 56-minute video, sold via the KickAsthma.com e-commerce site;
- Designed, organized, publicized and led training seminars and introductory workshops for physicians, naturopaths, health care professionals and clients;
- Planned and executed successful tradeshow booths at Northwest Women's show and various IT tradeshow;
- Designed and implemented a four-week international health accreditation program to certify other instructors;

Wilson WindowWare

GRAPHIC DESIGNER / WEB DESIGN AND ADMINISTRATION

- Redesigned company web site and on-line documentation of over 200 pages;
- Created original illustrations and animations for web navigation, web-based learning activities and on-line banner campaigns;
- Redesigned product packaging, printed promotional materials, identity pieces and the web site in order to integrate company collateral and messaging;
- Prepared digital print files and performed press checks for all company print materials including: advertising, brochures, CD design, packaging, boxes, book covers and trade show booth and displays;
- Planned, developed and implemented internet marketing strategies; SEO optimization, Google AdWords campaign, affiliates and link exchanges;

Wilson WindowWare

TECHNICAL SUPPORT ENGINEER / TECHNICAL WRITING

- Supported engineers using WinBatch, a Windows batch programming language;
- Authored technical documentation, white papers, help files and software manuals;

★ PROFESSIONAL TOOLS

HTML/CSS

Balsamiq

Axure

InVision

Adobe Creative Suite/Cloud:

Photoshop, Illustrator, InDesign, XD

Microsoft Office Suite:

Excel, Word PowerPoint, Visio

MS SharePoint

AgilePoint

PowerBI

Paper, Pen/Pencil

★ EDUCATION

GENERAL ASSEMBLY

User Experience Design

Immersive Certificate course in

User Centered Design Principles

Seattle, WA | March-May 2015

user research, planning, design and prototyping, wireframes, rapid prototyping

SCHOOL OF VISUAL CONCEPTS

Graphic Design and Typography

Seattle, WA

L'ECOLE DU ALBERT DUFOIS

Studio Art Program

Vihiers, France

UNIVERSITY OF IDAHO

Bachelor of Fine Arts, with honors

Magna Cum Laude/Phi Beta Kappa

Moscow, ID



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