HOLDEN BROUGHMAN
UX DESIGN | GRAPHIC DESIGN | PRODUCT DESIGN

User Experience Designer and Graphic Designer with 4 years of experience, skilled in Adobe Illustrator, Adobe Photoshop, and Adobe XD. Adept at enhancing user interface designs, usability, and accessibility to create seamless user interactions. Passionate about leveraging design to foster engaging and innovative user experiences.

EXPERIENCE

Project Manager — Sign Pro | 2024 - Present
• Facilitate site surveys, estimates and cost analysis, and continual communication with our clients increasing project turnover and accuracy.
• Prepare customer proposals and receive their approval.
• Prepare RFQs, purchase orders & installation orders as required to manufacture & install signage.
• Prepare manufacturing orders, ensuring accuracy of all documentation for completion of signage.
• Coordinate and monitor production schedule, ship dates and installation dates for all assigned projects to ensure customer deadlines are met.

Graphic Designer — Sign Pro | 2020 - Present
• Translate strategic direction into high-quality design within an established brand identity.
• Manage timelines, resources, and workflows for multiple design projects, maintaining quality standards and adhering to deadlines.
• Consult customers daily to understand their needs and direct them to effective solutions, enhancing satisfaction.
• Design a wide range of graphics using Adobe Illustrator and Photoshop, meeting diverse client requirements.
• Ensure precision in design execution, reducing rework and increasing client satisfaction.
• Advise customers on appropriate materials for projects, from decals to vehicle wraps, ensuring optimal results.

Sr. Moderator / Graphic Designer — NBA 2K MyTeam Subreddit | 2020 - Present
• Streamlined moderation processes with team, enhancing efficiency and improving user experience on a platform with 53,000 active members.
• Ensure that community members posts and comments follow under the community guidelines and take effective action when needed.
• Work with fellow moderators to enforce community guidelines, fostering a safe and engaging environment for NBA 2K MyTeam fans.
• Offer design advice and design skills for various contests and yearly updates.
• Conceptualize and design unique branding materials, aligning with 2K's guidelines to create a visually cohesive and appealing subreddit.
• Coordinate with fellow moderators to streamline moderation processes, enhancing team efficiency and user satisfaction.

SELECTED UX DESIGN EXPERIENCE

Sign Pro | Website Remodel — 2023
• Spearheaded efforts to increase website views to 3,590 and impressions to 13,000 within the first three months post-launch.
• Monitored and updated site performance, achieving an average load time of 400 milliseconds to ensure optimal user experience.
• Enhanced online order forms, boosting the number of online orders through improved user interface design.
• Developed a Spanish version of the website, expanding usability and accessibility for Spanish-speaking customers.

All Things Auto | Mobile Application Project — 2018
• 1st place winner in the mobile app category at the Broadcast Education Association International Festival of Media Arts 2019.
• Created a mobile application with the intention of connecting like minded automotive enthusiasts who share the same passion as one another.
• Performed UX research, created personas, storyboards, wirefames, and developed multiple prototypes in order to build an effective mobile application.

TOOLS

Adobe Photoshop | Adobe Illustrator | Adobe XD | Adobe InDesign | WordPress | Wix | Google Analytics | Google Insights | Axure RP | HTML5 | CSS | Bootstrap | iMovie | Blender | Activity | BizWiz

SKILLS

User Research | Wireframing | Prototyping | User Testing | Persona Creation | Interaction Design | Visual & UI Design | Social Media | Photography
Organization | Problem Solving | Project Management | Time Management | Communication | Customer Service | Adaptability | Conflict Resolution

EDUCATION

James Madison University | 2015 - 2019
Bachelor of Science in Media Arts and Design concentrating in Interactive Design, Minor in Anthropology
Dean's List | Fall 2017 • Summer 2018 • Spring 2019 | President's List • Fall 2018

CONTACT

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