

BRANDON STAMBAUGH

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SUMMARY

Experienced UI/UX Design Director with 8+ years of experience leading comprehensive design initiatives, crafting user-centric solutions, and driving product improvements. Proven track record in delivering impactful visual designs and elevating user experiences across both B2B and B2B2C products.

EXPERIENCE

EXPERIENCE DIRECTOR

Zealic Health | 2022 to 2024

- Spearheaded UI/UX design for multiple 0-1 projects, guiding efforts from research and ideation to development, deployment, and iteration. Acted as a user advocate, ensuring optimal experiences by addressing user needs throughout the creation process.
- Led comprehensive UI/UX initiatives, significantly enhancing user experience for both internal and external projects. Ensured business alignment while increasing user satisfaction and engagement.
- Drove UI/UX design efforts for client projects, making existing solutions more intuitive and engaging for end users.
- Designed and optimized user experiences across web, mobile, tablet, iOS, and Android platforms, ensuring seamless performance on all devices.
- Collaborated with Product Owners, Engineers, and Developers to conceptualize and define key features and functionalities, enhancing overall solution effectiveness.
- Created and iterated Figma mockups and prototypes, aligning with business requirements to ensure optimal design solutions and clear documentation for development and engineering teams.
- Authored detailed front-end requirements and worked closely with the development team to ensure clarity and alignment with business objectives, leading to increased development efficiency.
- Created comprehensive company design systems, emphasizing WCAG compliance and accessibility standards.
- Built an Atomic Library of responsive, scalable, and customizable UI/UX elements, accelerating the creation of patient experiences by 10x.

LEAD UI | UX DESIGNER

Zealic Health | 2018 to 2022

- Led UI/UX initiatives for Zealic Health and its clients, ensuring design consistency and excellence across all projects.
- Created and implemented versatile design systems and mockups, tailored to diverse client needs and preferences.
- Inspired and led graphic design and 3D modeling teams, delivering visually impactful and high-quality solutions.
- Optimized cross-departmental processes, enhancing operational efficiency for graphic design, UI/UX, and marketing teams.
- Designed and deployed intuitive, user-centric applications, significantly improving user satisfaction and engagement.
- Established and enforced comprehensive brand kits and standards, ensuring consistent and cohesive branding across all company assets.

GRAPHIC DESIGNER

Zealic Health | 2017 to 2018

- Created graphic assets for client projects, branding, and marketing initiatives.
- Led UI/UX creation for client projects, enhancing user satisfaction and engagement.

LEAD CREATIVE AND BOSS MAN

Departure Creative Lab | 2016 to 2018

- Assisted various companies with comprehensive creative solutions.
- Acted as Creative Director for multiple startups, guiding their brand and design strategies.

EDUCATION

APPALACHIAN STATE UNIVERSITY

BS Industrial Design - Product Design

- Represented the design program at ISDA Merit Awards

PUBLICATIONS

FIVE YEARS OF EXPERIENCE

2020

A career advice book focusing on entering and thriving in the corporate creative career path.

YOU NEED A WEBSITE.

2020

A guide on creating a website for your business.

YOU NEED A BRAND.

2021

A guide on building a brand for your business.

SKILLS

TECHNICAL

User Experience	User Interface
Wireframes	Prototypes
Mockups	User Flows
Figma	Photoshop
Sketch	Illustrator
InVision	Premiere
XD	After Effects

PROJECT MANAGEMENT

JIRA	Confluence
Agile	Scrum

SOFT SKILLS

Leadership	Creative Direction
Critical Thinking	Collaboration
Communication	Time Management
Empathy	Curiosity
Problem-Solving	