

Bromwyn Cotton
Senior UX/UI Product Designer
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profile

I have over 15 years of experience designing interactive products from ideation to completion. Recently my work has been focused on designing Ed-Tech products that positively impact students, parents and teachers.

skills

I have expert level knowledge of UX/UI and product design skills, using Sketch and Adobe Creative Suite, along with prototyping and wireframing tools. I have a sensitive eye for page layout, composition and color theory. I also have experience designing for mobile and responsive websites and products in an agile environment. Additionally I've worked on branding and marketing materials for interactive products.

employment history

Senior UX/UI Designer, *PowerMyLearning.org*, April 2013 - Present

As the lead designer, I create flows, prototypes, wireframes, visual designs, annotations and design specifications for features and enhancements on the learning platform- PowerMyLearning Connect. I am also responsible for the brand cohesion and UX/UI of all elements of the graphical user interface of PowerMyLearning.org.

Senior Interactive Design Consultant, *The College Board*, September 2012- February 2013

Responsible for the visual design of microsites, interactive administration tools, newsletters, social media graphics and site updates.

Freelance Senior Designer/ Art Director, November 2002 - September 2012

Clients include; *MTV Networks, iVillage, Sirius Satellite Radio, macys.com, marthastewart.com, Ericsson Inc. and Scholastic.*

I have freelanced for many years so I have wide range of interactive design experience. This includes designing and maintaining several web sites, designing and managing online stores, creating interactive features, advertising, promotions and email marketing campaigns. I was the lead designer in MTV's e-commerce department for several years.

Senior Designer, *iVillage*, March 1998– November 2002

Responsible for the design of iVillage content and Hearst magazine properties including websites; interactive Flash games; Flash editorial promos; PowerPoint presentations; print ads; promotional materials; and online advertising. I was the primary interactive designer for *Cosmopolitan, Marie Claire, Good Housekeeping* and *Country Living* magazines. I often worked in teams with producers and engineers to interpret Hearst's magazine content for the web.

education

Bard College; Bachelor of Fine Arts, painting, 1988-1992

Parsons School of Design; Continuing Education, Computer Design, 1995