

Brook Buchanan

EXPERIENCE

Senior Digital Art Director | Sep. 2013 - Current • Chico's FAS • Fort Myers, FL

- ▶ UI/UX Art Director for e-commerce site enhancement projects on Soma.com
- ▶ Request A/B testing for user experiences and build use cases for projects that will see positive ROIs
- ▶ Advocate site personalization by displaying relevant content based on the user's browsing history
- ▶ Develop and mentor a design team to create high quality digital marketing experiences for Soma.com
- ▶ Emphasize the importance of usability best practices and adherence to brand guidelines
- ▶ Created a detailed digital style guide to ensure all experiences are built within UI design requirements
- ▶ Manage 3rd party design vendors on creative execution for Soma.com
- ▶ Lead UI/UX design presentations to executive leadership teams
- ▶ Translate design comps into functioning prototypes and partner with IT on implementation
- ▶ Partner closely with project management and IT to ensure accurate timeline and delivery schedules
- ▶ Implement creative concepts for campaigns through partnership with marketing and merchandising
- ▶ Organize and art direct photo shoots for campaign photography in partnership with the brand stylist

- ★ **Redesigned Soma.com** | **Conversion:** +25.5% | **Transactions:** +11.3% | **Load Time:** -26.7%
- ★ **Approach:** Phased in new functionality pre launch to establish new site standards for the customer
- ★ **Loyalty:** Launched a new digital site experience for Soma's loyalty program
- ★ **Gift Cards:** Launched new eGift Card experience on the Chico's FAS websites
- ★ **Compliance:** Quickly implemented new screens and copy to Chico's FAS websites to meet CASL standards
- ★ **Enhancement:** Implemented BazaarVoice ratings and reviews into the Chico's FAS websites

Digital Art Director | May. 2011 - Sep. 2013 • Chico's FAS • Fort Myers, FL

- ▶ UI/UX Art Director for e-commerce site enhancement projects on WHBM.com and Soma.com
- ▶ Attended user testing sessions to execute immediate design adjustments for prototype implementation
- ▶ Led a design team to create high quality digital experiences
- ▶ Led UI/UX design presentations to executive leadership teams
- ▶ Translated wireframes, use case scenarios, and business needs into high fidelity design comps
- ▶ Created detailed site style standards and redlines to ensure sites are built within UI design requirements
- ▶ Performed VQA/UAT and provided detailed documentation to IT and project management
- ▶ Coordinated with the Creative Director to ensure proper brand alignment for marketing materials

- ★ **Launched Tablet Sites:** WHBM | Chico's | Soma | Boston Proper | **Sales:** +\$4M/yr
- ★ **L2 Award:** WHBM Tablet Site
- ★ **Loyalty:** Launched a new digital site experience for WHBM's loyalty program

Senior Digital Designer | Sep. 2010 - May 2011 • Chico's FAS • Fort Myers, FL

- ▶ UI/UX Design Lead for e-commerce site experiences on WHBM.com
- ▶ Created detailed Interaction Design Documents to ensure experiences are built within UI requirements
- ▶ Supported the Art Director to ensure proper brand alignment for online marketing materials
- ▶ Conducted meetings and presentations for WHBM online marketing reviews

- ★ **Process Improvement:** Introduced Chico's FAS to an Interaction Design Document
- ★ **Talent Acquisition:** Instrumental in building new and cohesive design teams

ABOUT ME

I have a passion for creating state of the art digital customer experiences. I partner closely with testing, analytic, and marketing teams to use customer data to inform design decisions that drive results. With over 12 years of UI/UX experience across many brands, I truly believe in the art & science of UI/UX design.

LINKS

 [PixelMoxie.com](https://www.pixelmoxie.com)

 [LinkedIn.com](https://www.linkedin.com/in/brookbuchanan)

SKILLS

- ▶ UX/UI Design
- ▶ Adobe Creative Suite
- ▶ InVision
- ▶ HTML/CSS
- ▶ PHP/JavaScript
- ▶ XML/XSL
- ▶ Google Apps
- ▶ Microsoft Office Suite
- ▶ Wordpress

EDUCATION

The AI of Philadelphia

Jan. 2003 - Mar. 2004

Majored in Graphic Design

Lehigh Valley College

Jul. 2000 - Dec. 2001

AS in Visual Communications

EXPERIENCE

Digital Art Director | Jan. 2010 - Sep. 2010 • True Action • King of Prussia, PA

- ▶ UI/UX Art Director for e-commerce website redesign projects
 - ▶ Collaborated with Information Architects on UI/UX best practices and site hierarchy
 - ▶ Attended user testing sessions to gain insight to inform design execution
 - ▶ Led a design team to create high quality digital experiences
 - ▶ Led UI/UX design presentations to clients
- ★ **Launched Sites:** Tumi | Adidas | Ace Hardware | NFL Extra Points | Dick's Sporting Goods
 - ★ **W3 Award:** Silver - Tumi, Branding
 - ★ **Pixel Award:** Finalist - Tumi, Commerce | People's Champ Award - Tumi, Commerce
 - ★ **Interactive Media Awards:** Outstanding Achievement - Tumi, Retail
 - ★ **Launched Mobile Sites:** Ace Hardware's first mobile site

Senior Digital Designer | Oct. 2007 - Jan. 2010 • TrueAction • King of Prussia, PA

- ▶ UI Design Lead for e-commerce website redesign projects
 - ▶ Translated wireframes, use case scenarios, and business needs into high fidelity design comps
 - ▶ Created detailed site style standards and redlines to ensure sites are built within UI design requirements
 - ▶ Performed VQA/UAT and provided detailed documentation to IT and project management
- ★ **Launched Sites:** GNC | Bath & Body Works | Speedo | Deb Shops | Christopher & Banks
 - ★ **Increased Engagement:** All sites saw an increase in engagement after their new site launched

Digital Designer | May 2005 - Oct. 2007 • Unitrin Direct Auto Insurance • Plymouth Meeting, PA

- ▶ UI/UX Design Lead for unitrindirect.com and responsible for optimizing the new auto insurance quote flow
 - ▶ Translated wireframes, use case scenarios and business needs into high fidelity prototypes
 - ▶ Created detailed site style standards and redlines to ensure sites are built within UI design requirements
 - ▶ Performed VQA/UAT and provided detailed documentation to IT and project management
 - ▶ Designed, developed, and maintained an appealing company intranet site within SharePoint
 - ▶ Designed marketing banner ads, print materials & emails
- ★ **Increased Conversion:** Optimized user flow eliminated steps and generated more quotes per month
 - ★ **Rebranding:** New look & feel for online and print materials that appealed to the target demographic