

Brandon J. Sallee, MBA

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Summary

Experienced Web Developer; over 10 years of experience facilitating and implementing user-centric experiences and interactions.

Professional Experience

Progressive Insurance – *Web Developer III, '07 – Present*

- Investigates and identifies user needs through: web analytic data, competitor and web industry research.
- Designs pages with best practices, web conventions and standards. Represents the user by designing applications and pages/flows that are easily completed.
- Working independently, initiates projects most frequently strategic with greater business implications.
- Directly responsible for creating solid project scope and all requirements generations.
- Possesses strong business and technology skills that are used extensively in all projects.
- Solves and implements the resolution to vaguely defined or potential problems which have significant affect on customers, business or critical systems.
- Analyzes suitability, business benefit and cost effectiveness of efforts
- Manages multiple operational, tactical and larger projects simultaneously. Works with project team to communicate regularly on topics such as: schedule, status and issues. Ensures seamless transition of project work to user experience peers and IT through implementation phase. Tracks and reports on the performance of the solution once it is elevated into the production environment.
- Tests designs/flows in the formal usability lab to gather user feedback, report feedback, recommend changes and revise screens if necessary. May create and test usability scenarios to serve as basis for all design discussions.
- Collaborates with business and IT to negotiate solutions for maximum efficiency. Regularly interacts with peers in cross-functional areas.
- Conducts strategic discussions with senior level management and/or business

Freelance – *Experience Design, Consultant, '00 – Present*

- Web Consultation, SEO, and asset management
- Design/Development RFP's and Budgeting
- Web | Graphic - Development | Design
- Photography
- Web Analysis, Trends and team management

- Startups, Non-Profit, and Profit

Medicfusion – *Experience Designer & Creative Services, '06 – '07*

- Agile, Front End PHP Experience Developer
- Managed Creative Services, Budget, Timelines and coordination efforts, which include web/print templates, commercials, education and training pieces, desktop publishing, etc.
- Created the information architecture for the Medicfusion Office Suite, Billing Services, EMR System, Clinical Notation and Self-Servicing Scheduler
- Developed and designed a plethora of CSS/PHP/Javascript/MySQL driven templates for web based practice solutions

The Gift Assistant – *Senior Graphics Designer & Web Developer, '05 – '06*

- Lead the creative services team as the most senior designer
- Invented Front End Solutions Documentation, co-developer of a patient pending E-Certificate solution for bar code management
- Created multiple levels of template based web solutions to service gift related experiences
- Developed and designed CardStudio - Flash Application to configure, store, manage, manipulate and generate images on the fly via the CardStudio. This process would also kick off a Beta tested supply chain management system.
- Acted as a liaison between The Gift Assistant Creative Services Teams with such clients as The Home Depot, Coinstar, UPS, etc.

ORC-DC – *Experience Developer & Assets Manager, '03 – '05*

- Created and implemented HIPAA, ADA, Section 508 compliant web documentation for international management and human resource groups
- Designed and built standard compliant websites using HTML, ASP and Cascading Style Sheets (CSS)

**Skills |
Languages**

Analysis, Architecture, Design, Flash, Photography, Project Management, Research and Development, Testing, Web Design/Development, Usability Testing | ASP, AJAX, CSS, DHTML, HTML, Javascript, JQuery, Perl, PHP, XHTML

**Software |
Systems**

Adobe Creative Suite CS4 (Illustrator, Photoshop, Dreamweaver, InDesign, Flash, Fireworks, and After Effects), Microsoft Office Products (Word, Excel, PowerPoint), Sharepoint, Tealeaf, - Systems: Mac, PC, Linux

Education

University of Phoenix, Phoenix, AZ
August 2007 – March 2009
Masters of Business Administration

The Art Institute Online, Pittsburgh, PA
May 2005 – February 2007

Bachelors of Arts - Web Design (Diploma)

Marymount University, Arlington, VA

August 1999 - May 2003

Bachelors of Arts - Graphic Design

Bachelors of Arts - Fine Arts (Minor)

Memberships

AIGA Professional Member

North Eastern Ohio Usability Professionals Association