

Brandon J. Sallee, MBA

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Summary **Development | Consulting;** Consulting, facilitating and implementing user-centric experience.

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

Sallee Consulting LLC – *President, Development | Consultant, '00 – Present*

- Web Consultation, Analytics, Usability, SEO, Asset Management and Web Standards
- Web Master - Hosting, Email Client Servers, Domain Registration, DB
- Computer Asset manager, Computer software and hardware support
- Web | Graphics – Development | Design
- Team management, employee contracts, B2B, B2C and other formal documentation
- *Notable Clients:*

- | | |
|------------------------------------------|----------------------------|
| • AIGA Cleveland UX | • Harvard University |
| • Alexandria Commission for the Arts | • Kennedy Lacrosse Company |
| • American Cancer Association | • Lefty Lacrosse Company |
| • American Pool players Association | • Marymount University |
| • Beachwood Legal | • Medicfusion |
| • Clapboard Video | • NEOUPA |
| • Coin Star | • ORC-DC |
| • Fifth Third | • RG Way llc |
| • Foodio 54 | • Shaker Heights Lacrosse |
| • Garrets Restaurant and Railroad Tavern | • UCLA Berkley |
| • Home Depot | • UPS |

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)

Experience

AIGA | Cleveland – *Director of Experience Development – Board Member, '10 – Present*

- Experience Development and Membership Director
- Professional Member since 2005

NEOUPA – *Director of Marketing - Board Member at Large, '10 – Present*

- Professional Member since 2007

Shaker Heights CC – *Jr. Board Member – Membership Committee, '10 – Present*

Lacrosse Coach – *Offensive Coordinator, '02 – Present*

- Shaker Heights High School
- Archbishop Moeller High School
- Marymount University Youth Program

**Skills |
Languages**

Analysis: GA & NPS, Architecture, Consulting, Design | Development, Project Management, Usability | ActionScript, ASP, AJAX, CSS, HTML, JS, JQuery, PHP

**Software |
Systems**

Adobe CS4 Suite (Illustrator, Photoshop, Dreamweaver, InDesign, Flash, Fireworks), Apache, Drupal, Microsoft Office Products (Word, Excel, PowerPoint, SharePoint, Visio, Visual Studio/SourceSafe), MySQL, WordPress | 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 Major - Graphic Design

Bachelors of Arts Minor - Fine Arts