

# BRENT WILCOX

BRENTCWILCOX.COM

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LINKEDIN.COM/IN/BRENT-WILCOX-DESIGNER

Creative professional dedicated to leading product design by actively listening to client needs, working to understand the goals they hope to achieve, and creating design solutions through team collaboration to build a successful product.

## RURAL SOURCING

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### Senior Consultant - UI/UX Design

JULY 2021 TO PRESENT

**UI/UX DESIGNER**—I participate in client discoveries and UX research, create user journeys, design wireframes and clickable prototypes, conduct user testing, lead hi-fidelity mockup reviews, build HTML and CSS prototypes to plan responsiveness of components and features, review dev builds to ensure design is followed, use devtools to provide specific CSS cleanup guidance, proactively design future iterations, and provide design leadership and training to junior designers.

## INGRAM CONTENT

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### Remote Project Manager and UI/UX Designer

SEPTEMBER 2016 TO NOVEMBER 2021

**PROJECT MANAGER**—I was the point-person between a four-person Dev team and the client. I collaborated closely with the client to create a plan and vision for the product based on user feedback and the C-level goals for the product. I actively oversaw a Trello backlog, writing descriptions, specs, and providing visuals for each item. I planned and led design sprints for development items.

**UI/UX DESIGNER**—I created mockups and prototypes in Adobe XD, led design reviews with stakeholders and dev team, and handed off specs for development. I cleaned up HTML design structure and wrote CSS to style product to match mockups. I extensively tested quality and accuracy of the product. I proactively designed future iterations of the product to keep focus on long-term product goals.

## UI/UX SKILLS

Interaction Design,  
User Interface Design,  
Graphic Design,  
Copywriting, HTML, CSS,  
Backlog Maintenance  
and Prioritization,  
Participatory Design,  
Product Design Analysis,  
Rapid Prototyping,  
Personas, Wireframes,  
Competitive Analysis,  
User Journeys,  
Storyboards, Task Flows

## TECHNICAL SKILLS

Figma  
Adobe XD  
PhotoShop  
SASS  
Angular Layout  
InVision Prototyping  
Github  
InDesign  
PowerPoint  
Power BI

## EDUCATION

Bachelor of Arts  
Advertising Design &  
Copywriting  
OKLAHOMA CHRISTIAN  
UNIVERSITY, 1998

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## BACKSTORY COMMUNICATIONS AND DESIGN

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Freelance Print, Digital & Web, UI Product Designer

JANUARY 2007 TO OCTOBER 2016

**PRINT DESIGN**—As an expert in typography, scale, color, visual consistencies, and graphic proportions, I designed academic marketing materials, book interior layouts, as well as all of the marketing materials for a non-profit Theatre Academy.

**DIGITAL AND WEB DESIGN**—I structured, designed, and wrote HTML and CSS for web pages, HTML emails, fixed-layout, enhanced, and reflowable ePub files. I designed and maintained a website for a non-profit Theatre Academy. I designed a website on ebook design best practices. I designed and maintained a WordPress site using Elementor for an author's series of books.

**UI PRODUCT DESIGN**—I led product design meetings, created wireframes, mockups, and presented the design solutions for a mobile app.

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## PERSEUS BOOKS GROUP

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Senior Designer

OCTOBER 1999 TO OCTOBER 2014

**EBOOK AND WEB DESIGN**—I designed ebooks by creating templates using HTML and CSS while researching ebook market and industry technology to stay on top of trends and developments. I solicited digital conversion house bids and communicated project specifications to conversion house.

**PRINT LAYOUT**—As an expert in typography, scale, color, visual consistencies, and graphic proportions, I designed academic marketing materials, created over 450 interior book designs for novels to 700-page four-color textbooks. I participated in design launches and project design analysis through querying clients and managers, researching design resources, and viewing market competition.

**PROJECT MANAGEMENT**—I supervised the schedules of projects for other designers and coordinated with them to make sure their projects made the deadlines.

**TRAINING**—I instructed the production department, including the manager, on the process of creating and designing ebooks and trouble-shooting and solving complex ebook layout issues. I accurately trained new and junior designers to creatively develop their designs, follow company standards, troubleshoot files problems, and balance their workloads. I wrote SOPs for managers, department leads, and new and junior-level designers.