

brandon.

EXPERIENCE

SOLE FOLKS x ARTCENTER COLLEGE OF DESIGN

Co-Creative Director | Pasadena, CA | May 2019 - Jan 2020

Co-creative director of the pilot program at ArtCenter to support Black owned small businesses with design services and resources from ArtCenter.

Drive overall brand strategy and creative direction for Sole Folks, a Black owned retail startup that is incubating Black businesses and community development.

Manage timelines, coordination, and cohesive creative direction of a design consultancy of 9 ArtCenter students from different design disciplines.

72andSUNNY

UX Designer & Creative Strategist | Los Angeles, CA | Jan 2018 - Jun 2018

Experience designer and strategist on a team of creatives, creating marketing activations for Uber, Adidas and Google Home.

Designed and fabricated the Air Jordan I Black Butterfly sneaker as a brand platform to positively impact mass incarceration in California.

KAISER PERMANENTE, INNOVATION

Innovation Consultant | Pasadena, CA | Jul 2015 - Dec 2017

Led UX and design strategy of the Internet of Things team, including user research, usability testing, UI, and design session facilitation.

Designed, built, and iterated a telemedicine solution for on-the-job injuries, which optimizing work efficiency by 60%.

Led a cross-functional team to create a web app that improved the UI/UX of a corporate innovation knowledge database.

US NAVY, NUCLEAR SUBMARINE SONAR

Director, IT Testing | Washington DC | Nov 2012 - Jul 2015

Led the system redesign and improved collaboration of the organization's siloed operations, reducing sonar system upgrade time from 6 years to 2.

Managed the testing of submarine software technology for 50 operational nuclear submarines, a \$350M/year US Naval technology program.

Negotiated directly with a board of Pentagon and presidential oversight officials on performance monitoring metrics, governance, and contracts.

Led an innovation initiative to adopt virtualized testing, resulting in improved testing flexibility and a reduction of testing costs by 80%.

US NAVY, USS JEFFERSON CITY SUBMARINE

Manager, Nuclear Submarine Engineering | San Diego, CA | Jan 2010 - Oct 2012

Commanded the operation of a \$1B US Navy nuclear submarine manned by 125 personnel, including confidential mission planning, tactics, navigation and execution.

Mentored direct reports towards promotions by overseeing performance evaluations, submarine IT maintenance, proficiency training, and job certifications.

EDUCATION

ARTCENTER COLLEGE OF DESIGN

Industrial Design, MS (expecting 2020)

UCLA ANDERSON

Executive MBA (expecting) | 4.8 gpa

UCLA

Psychobiology, BS (2008)

RECOGNITION

IDSA

Bronze Winner, 2020 International Design Excellence Awards

CORE77

Notable Award Winner, 2020 Core77 Design Award

A UNIQUE, DIVERSE AND EMPATHETIC PERSPECTIVE. ZOOMING IN AND ZOOMING OUT. SPEAKING THE LANGUAGES OF DIFFERENT DISCIPLINES.

INFO

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SKILLS

project management
creative direction
research & development
strategic innovation
future casting
ideation & sketching
rapid prototyping
concept testing
ideation workshops
model making
brand strategy
design research
industrial design
interaction design
soft goods design
storytelling

TOOLS

Adobe Creative Suite
(Ps, Ai, Ae, Au, P r, InD)
SolidWorks
Rhino
zBrush
Unity
Procreate
Sketchbook Pro
Sketch
Flinto
Microsoft Office
Keynote

HELLO. HI. HEY THERE. I'M BRANDON. LET'S ADD SOME COLOR TO THE WORLD AND DISRUPT TRADITION.

WHAT DO YOU GET WHEN YOU MASH TOGETHER AN INDUSTRIAL DESIGNER, A NAVY NUCLEAR ENGINEER, AND A UCLA EXECUTIVE MBA. CONNECTING DOTS BETWEEN DISSIMILAR SYSTEMS.