RED LOGIC DESIGN

Russell A. Broadstone
Product / Visual / UI Designer
russell@redlogicdesign.com
www.redlogicdesign.com
(949) 291-7439

Personal Statement / Objective:
I am a creative and enthusiastic designer with a passion for aesthetics and their impact on society. I specialize in web and graphic design with a background in advertising, marketing and business development. I have 17+ years of experience in Visual and Product design using UX/UI design principals and best practices. I am committed to success, and providing a quality product/service.

Experience

LightStream / Truist Financial
Senior Digital Designer / UI Specialist | 2020 – Present
- Lead rebrand initiative from start to finish
- Create DSM and oversee brand consistency throughout all assets
- Wireframes and User Flows, Interface Design and User Testing for Web and Native/Mobile
- Manage team of designers, copywriters and work closely with AMs and Upper MGMT
- Utilize Sketch, InVision, DSM, Adobe Suite (CC), Kentico, Azure/TFS, Acoustic, Microsoft Office, Bootstrap, HTML5, CSS3

PIMCO
UX/UI / Web / Graphic Designer | 2017 – 2020
- Build UX/UI and wire frames, layouts and prototypes using Adobe CC, InVision and Sketch
- Use UX and UI best practices to create a detailed story for each project
- Perform research and conduct meetings to gather necessary information
- Create presentations and user guides with PowerPoint, InDesign and Word
- Application branding and Infrastructure Mapping for internal projects
- Design event signage and email campaigns

DealerSocket
UX/UI Designer | 2015 – 2017
- Use UX and UI best practices to create a detailed story for new corporate website
- Perform research and conduct meetings to gather necessary information
- Design and develop consistent brand identity throughout website and marketing campaigns
- Manage all marketing email campaigns and landing pages
- Bootstrap framework, HTML5, CSS3, Marketo, Emma, Workamajig, PHP, WordPress,

Local.com
Web / Graphic Designer | 2011-2013
- Sole designer for a nationwide corporation, manage strategic design for clients
- Design logos and website templates for client websites
- Generate banner ads for clients to be displayed on Local.com website
- Create custom background images for client Twitter and Facebook accounts
- Provide Maintenance and enhancements of websites / templates, marketing / promotional material using Photoshop and Illustrator. Basic Front-end development using HTML, CSS

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Technical Proficiency

Operating Systems:
Mac / PC

Applications:
Adobe Creative Cloud, Sketch, Microsoft Office, Final Cut Pro, DVD Studio Pro, Pro Tools

Languages:
HTML5, CSS3

Additional Skills:
UX/UI, Information Architecture, Responsive Design, Bootstrap, WordPress, Shopify, Wire Framing, Figma, Workamajig, Emma, Acoustic, Litmus, Azure, TFS, Kentico, UAT, Marketo, Camtasia, Print Design, Typography, Photography, Agile

Education

Art Institute of CA. Los Angeles
Associate of Science
Web Design & Interactive Media
February 2006 – June 2009

Saddleback Junior College
Attended 2002 – 2004
Graphic Communications

Interests
Outdoors, Cars, Sports, Concerts, Boats, Architecture, Food, Technology, Travel, Film, Art, Life in general