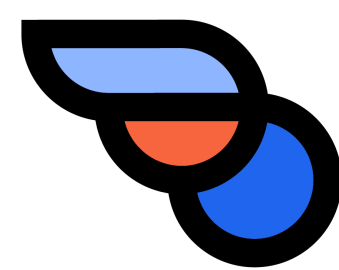


**BRANDYN AUSICH**  
**UI Designer**  
Chicago, IL

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**Hello!**

I'm a Chicago-based UI designer with illustration, branding and digital marketing experience. I've worked to hone my skills in UI alongside amazing and diverse groups of people. I value empathy and creating high-quality work — when combined, they can create something meaningful.

**Skills**

- Interface design
- Visual design
- Graphic design
- Web design
- Mobile design
- Branding
- Style guides
- Sketching
- Prototyping
- Competitive analysis
- Stakeholder presentations
- Print design
- Basic HTML & CSS
- Digital marketing
- Ad design

**Tools**

- Figma
- Sketch
- Proto.io
- InVision
- Sketch App
- Axure
- Microsoft Office
- Illustrator
- Photoshop
- InDesign
- Dreamweaver

**Visual Design Experience**

**Senior Visual Designer**

*U.S. Bank*  
December 2022 — Present

A few major projects I've been working on while on the Avalanche Smart Assistant team have been creating the Smart Component Smart Assistant design library, lowering the search bar and updating the functionality, and aligning with new brand standard.

I am responsible for recreating and expanding our component variants in accordance with new standards and Figma capabilities. Previously the Smart Component has been tied to one symbol. However, I've been expanding it into multiple components, improving hierarchy, and consistency across the experience.

June 2019 — December 2022

On the Monetization team I worked to optimize the offer selection flow and ensure consistency throughout the experience. I collaborated with stakeholders and other team members to build the an intuitive product.

**Design Engineer III (Contractor)**

*United Airlines*  
November 2021 — July 2022

While on the Airport Ops team, I was working on the mobile-friendly design library and documentation, digital airport signage, and assisted other teams with their design backlogs.

I was a major contributor to the internal United design library. It was utilized by all of United's internal platforms for a consistent employee experience. My main responsibility was creating and updating design components. I was also currently responsible for converting our current library from Sketch to Figma.

The Digital Signage worked on is currently being used in Airports around the country including O'Hare, Denver, and San Francisco. I consulted on major project implementations from a visual design perspective, including Airshop, United's new innovation lab.

June 2019 — March 2020

The majority of my work on the Mobile App and Notifications team was dedicated to the mobile app redeisgn. I was responsible for working on flows used by millions of passengers within the app including the Customs and Border Patrol (CLEAR integration), baggage and pet tracking, and flight status.

I also assisted with creating designs for gate kiosks, email templates, and an employee-facing application (RAVEN). Additionally, I liaised with various teams (brand team, developers, web design team, etc.) to create aw cohesive design language. I was laid off from this contract in March.

**Visual Designer**

*Ace Hardware Corporation*  
April 2020 — November 2021

On the Ace Hardware design team I established design system standards and designed multi-screen flows. Some of the flows included sign in/create account for Ace Rewards, cart and checkout, and product search filtering. I converted to full-time in March 2021. My team was responsible for reworking the website's UX/UI. The work we did was called out by the leadership team for contributing to exceeding revenue targets by several billion dollars.

**User Experience Visual Designer**

*Nielsen*  
March 2018 — June 2019

As a member of the Visual Design Team on the User Experience Team, I contributed to the designing and implementation of design standards across Nielsen's Connected System. My duties included UI and application icon creation, collaborating with team members on patterns and components, and presenting to various stakeholders.

**UI Designer**

*Designation*  
April — November 2017

I designed mobile and web applications in a fast-paced, six-month UX/UI boot camp. Deliverables included moodboards, style tiles, visual competitive analyses, prototypes, user interviews, style guides, and presentation decks to stakeholders.

**The Branch**

A mobile peer-to-peer forum-based counseling app which provided support for unpaid caregivers.

**4Degrees**

A website that fostered connections between users and their network.

**Educational history**

**Graphic Design Certificate**

*School of the Art Institute of Chicago*  
June 2015 — August 2017

**BA Communication**

Double minor in Writing and Print & Digital Publishing  
*Lake Forest College*  
August 2012 — May 2016