

BRIAN GAINES

615 Country Meadows • Anderson, SC 29626 • (619) 240-6322 • bgaines133@gmail.com

SUMMARY

Experienced creative professional with a strong background in graphic design, UX design and research, and web design. Demonstrated success in enhancing brand identity, improving user experiences, and driving online sales through comprehensive design strategies. Proficient in Adobe Creative Suite, Figma, and traditional creative tools. Skilled in conducting user research, analyzing data, and implementing SEO strategies. Adept at collaborating with cross-functional teams and senior leadership to achieve organizational goals, complemented by extensive teaching experience in user experience, graphic design, and digital media.

TECHNICAL SKILLS

**ADOBE CREATIVE
SUITE**
UX RESEARCH

GRAPHIC DESIGN
PHOTOGRAPHY

UX DESIGN
VIDEO EDITING

FIGMA
WEB DESIGN

EXPERIENCE

2023 – PRESENT

ALLYSON BROOKE, INC

ANTREVILLE, SC

LEAD DESIGNER/DIRECTOR OF E-COMMERCE

- Oversee all aspects of visual identity, branding, web presence, social media, SEO, and UX to promote the AB brand to existing and potential customers
- Lead redesign of logos, typography, color palette, branding, oversee website design and social media presence resulting in a cohesive user experience
- Conduct and analyze user research data to recommend product development based on customer feedback
- Oversee copywriting and conduct keyword research to improve overall SEO health by 22 points in Q4 2023
- Report on UX, online sales, and SEO to senior leadership and cross-functional stakeholders

2022 –2023

ISPOR

LAWRENCEVILLE, NJ

UX DIGITAL STRATEGIST

- Inaugural UX Digital Strategist for ISPOR – The Professional Society of Health Economics and Outcomes Research; Set UX strategy and developed UX roadmap, consulted on design, and collaborated with web development team to provide a more positive user experience to 14,000 ISPOR members in 119 countries
- Collaborated with external vendors, internal stakeholders, and senior leadership to launch the ISPOR Education Center online learning platform
- Redesigned the *Value in Health Regional Issues* Editors' Picks interface to improve navigation and to adhere to visual and style guidelines
- Conducted user experience research, created user journey maps, and oversaw all UX initiatives for the launch of the ISPOR Learning Lab and reported findings to senior leadership
- Developed and implemented SEO strategy which resulted in a 14-point increase in overall SEO health and identified 12,708 SEO issues within the ispor.org interface

2019 –2022

VIRGINIA TECH

BLACKSBURG, VA

VISITING ASSISTANT PROFESSOR OF RHETORIC

- Conducted scholarly research, taught courses, and mentored 500-plus students in the Department of English
- Designed, taught, and assessed 6 courses in User Experience, Graphic Design, Digital Media, Content Creation, Technical Writing, and User Documentation
- Presented scholarly research on digital surveillance and UX at Rhetoric Society of Europe in Ghent, Belgium, and the keynote address at the Studium Conference at the Sapientia Hungarian University of Transylvania

2012 –2019

CLEMSON UNIVERSITY

CLEMSON, SC

GRADUATE TEACHER OF RECORD

2015 – 2019

RESEARCH ASSISTANT

2012 – 2015

EDUCATION

CLEMSON UNIVERSITY

CLEMSON, SC

PhD, RHETORICS, COMMUNICATION, AND INFORMATION DESIGN (2019)

MA, PROFESSIONAL COMMUNICATION (2014)

ANDERSON UNIVERSITY

ANDERSON, SC

BA, ART, CONCENTRATION IN GRAPHIC DESIGN (1999)