

# BRANDON SCOTT

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## EDUCATION

### RIDER UNIVERSITY | NORM BRODSKY COLLEGE OF BUSINESS

Lawrenceville, NJ

Bachelor of Science, Information Systems

May 2026

- **Coursework:** User Experience Design, Web Design, Professional Speech, Information Systems Essential, Business in Action
- **Certificates:** Google Foundations of User Experience, Visual Communication and Interactive Media Design, Design Thinking: Data Intelligence, UX Deep Dive: Analyzing Data, Foundational Research

## WORK EXPERIENCE

### Fiverr Freelance Design | User Interface Design | West Orange, NJ

Feb 2024 – Present

- Led redesigns of multiple websites on Fiverr, employing Adobe XD to create detailed wireframes and user flows, resulting in a 30% enhancement in user interface clarity and functionality
- Achieved multiple five-star ratings by integrating user-centered design principles, improving user satisfaction by 95%.
- Tailored recommendations led to a 15% increase in compliments and a 20% boost in repeat business by assessing individual needs over six months

### Programs For Parents | Support Services Intern | Newark, NJ

Jul 2023 – Aug 2023

- Streamlined record-keeping processes by inputting information for 100 customers daily, which improved database accuracy by 20%
- Achieved 95% customer satisfaction by engaging with 100 customers daily and gathering feedback to improve dining experience.

## PROJECTS - <https://www.brandonsgraphics.com/>

### Recycle Quest Sustainability App | Lead UX Designer | Lawrenceville, NJ

Sep 2024 – Present

- Conducted qualitative interviews with 20+ target users, uncovering critical insights that shaped app functionality and features
- Achieved a 95% approval rating for the app's usability during prototype testing, ensuring alignment with user expectations
- Applied user-centered design principles to develop an intuitive app prototype that addresses key user pain points

### Mielle Website Redesign | Web Developer | Lawrenceville, NJ

Sep 2023 – Aug 2024

- Led end-to-end development and design of a high-impact product website using advanced HTML coding and CSS, resulting in a 25% increase in user engagement and a 20% boost in conversion rates
- Achieved a 5% reduction in bounce rates by streamlining user experience using detailed flowcharts and wireframes during strategic planning

## LEADERSHIP & ACTIVITIES

### Prudential Pods/ Base Camp Program | Newark, NJ

Jun 2024 – Sep 2024

- Participated in weekly workshops focused on developing interview preparation, skill development, and resume enhancement
- Received 1:1 coaching, direct recruiter connections, and accelerated interview opportunities to enhance career development

### Rider University Volleyball | Assistant Club Volleyball Coach | Lawrenceville, NJ

Sep 2023 – Present

- Led the team in devising game strategies during weekly matches, demonstrating strategic thinking and adaptability in dynamic situations. This leadership resulted in a 25% increase in wins over the season from 6 to 8 wins
- Guided a team of 20+ through drills and weekly practice, achieving 90% engagement and focus on ongoing skill development

### St. Mark A.M.E Church | Young People Division President | East Orange, NJ

Sep 2018 – Aug 2022

- Led and organized monthly youth pre-service meetings, assigning roles and preparing 5 to 10 participants for upcoming services
- Managed worship services, coordinating cues and ensuring smooth transitions, boosting audience engagement by 30%

## SKILLS & INTERESTS

**Technical:** Adobe Creative Suite, Figma, Microsoft Office Suite, HTML5, CSS, JavaScript,

**Skills:** UX Research, UI Design, User Testing, Wireframing, Data Analysis, Project Management, Prototyping, Data Intelligence, Journey Mapping, Design Thinking, Mobile Interface Design, Visual Communication, Graphic Design

**Interests:** Chess, Music, Content Creation, PC Building, Reading, Cooking, Volleyball