

Brandon Reader

Creative Lead | Digital Product & Brand Systems

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Summary

Creative Lead and Digital Product Specialist with a proven track record of building high-performing brand systems and scalable digital architecture. I specialize in a **60/40 Design Split**: balancing **60% high-fidelity brand vision** with **40% UI architecture and functional logic**. By aligning creative strategy with technical feasibility (HTML/SCSS), I ensure total design integrity from initial concept through frontend execution, delivering integrated solutions that drive measurable business growth.

What I Do

The 60% | Brand & Vision

Creative Direction: Concept-driven art direction for national brands.

Brand Systems: Developing visual identities that scale across multi-channel experiences.

Strategic Storytelling: Crafting the visual “why” to drive user engagement and impact.

The 40% | Systems & Logic

UI Architecture: Designing functional, WCAG-compliant components and interface logic.

Design Operations: Managing Figma libraries and design-to-dev handoff workflows.

Technical Strategy: Leveraging HTML/SCSS to ensure frontend feasibility and design integrity.

Design Ops & Systems

Creative Systems: Figma (Auto Layout, Variables, Component Libraries), Adobe Creative Cloud, Affinity

Technical Strategy: HTML5, CSS3, SCSS, Responsive Frameworks, Design-to-Code Synergy

Performance & Logic: WCAG 2.2 Accessibility, Multivariate Testing (A/B), Data-Driven UI Optimization

Workflow & Handoff: Agile/Scrum, Design Ops, Developer Handoff

GMB (formerly Up&Up Agency)

Sr. Digital Art Director (Creative Lead) | Apr 2021 - Nov 2025 | Greenville, SC

Managed the creative direction for complex, high-traffic digital ecosystems, transforming diverse stakeholder needs into polished, user-centric experiences. I collaborated closely with brand and strategy teams on all projects to ensure overarching alignment while spearheading a digital overhaul that delivered 6M+ ad impressions and 1,000+ conversions within six months at a competitive \$53 CPA. Through data-driven UI optimization, I directed a major web overhaul that increased primary conversions by 19.5%, maintaining high-quality design execution and brand integrity across all digital touchpoints.

DISH

Sr. Visual Product Designer | Mar 2012 - APR 2021 | Englewood, CO

Directed the data-driven redesign of the DISH Programming Packages page, utilizing multivariate testing to achieve a 17.28% lift in conversion. I spearheaded the DISH digital statement experience redesign, which contributed to a 300% increase in MyDISH app installations, significantly driving mobile product growth. Throughout these initiatives, I bridged the gap between UI/UX design and responsive front-end development, ensuring high-quality execution and technical alignment within a high-velocity, Agile enterprise environment.

Triad Retail Media

Sr. Interactive Designer | Aug 2008 - Mar 2012 | Orlando, FL

Designed and developed interactive brand experiences for Fortune 500 CPG clients on Walmart.com and SamsClub.com. I produced high-volume static and animated banner campaigns, delivering 50+ assets per sprint to support large-scale retail merchandising goals.

Digitec Interactive

Art Director | Mar 2007 - May 2008 | Orlando, FL

Directed the visual strategy and interaction design for complex e-learning products, ensuring creative direction remained aligned with instructional and business objectives. I led and mentored a multidisciplinary team of designers and developers, providing art direction, critique, and professional guidance. To ensure high-quality, consistent experiences across digital training platforms, I defined the design frameworks and production standards for the entire team.

Education

Google AI Professional Certificate | Google Career Certificates | 2026

Completed 20+ hands-on labs focused on AI-augmented productivity, multimodal tools, and workflow optimization.

Certificate in Human-Computer Interaction | Interaction Design Fdn. | 2021
Advanced coursework in User Research, Design Thinking, and inclusive design (WCAG) for digital interfaces.

Developer Certification, Responsive Web Design | freeCodeCamp | 2019
Mastered 300+ hours of responsive development, including HTML5, CSS Grid, Flexbox, and web accessibility.

Art Institute of Colorado | AAS, Industrial Design
Specialized in Visual Communications, Interaction Design, and Branding.