

TREASURE BROWN

EXPERIENCE DESIGNER & STRATEGIST

treasurebrown.com // 216.785.3091 // treasurebrown16@gmail.com

Experience

FCBX | Chicago, IL

Creative Intern | June '19 - Aug '19

Collaborated with creative teams to strategically approach creative briefs in order to generate clear concepts

Took ideas from ideation to execution in order to sale through to internal stake holders and clients

Gained the ability to work on multiple projects across multiple industries while maintaining strict deadlines

G.I.E Media | Cleveland, OH

Email Production Coordinator | May '17 - Aug '18

Managed email distribution schedules and email analytics for over eight internal magazine publications and their third party advertisers

Developed and tested email marketing communications averaging seven emails daily

Presented innovative ideas to internal stakeholders to help better connect clients to their consumer in turn increasing click through rates and average open rates.

Farmer's Insurance Group | Independence, OH

Customer Service Advocate | Sept '16 - May '17

Used empathy and active listening to manage relationships between the company, its agents and their customers

Mentored agents on company policy, systems and billing to ensure seamless customer experience at every touch point

Collected customer & agent feedback to suggest improvements to our product and tech teams

Dead Logic, LLC | Cleveland, OH

Visual Comm. Assistant | May '16 - Sept '16

Assisted in the concept development and fabrication of events for the MAKE youth enrichment team

Assisted in photography, editing and merchandise design for the artist management team

Used front-end development skills to maintain internal websites and the company's clients

Education

VCU Brandcenter | 2020

Master of Science in Business/Branding; Experience Design

Bowling Green State University | 2016

Bachelor of Science in Technology; Visual Communication Technology, Marketing

Achievements

2019 MAIP Fellow

Skills

Design Thinking
Rapid Prototyping
UX / UI Design
Strategy
User Testing
HTML/CSS/JQuery

Toolkit

Adobe CC
Sketch
Invision
Figma
Pen + Paper

Ask Me About

Shade Café
The book I'm writing
My life goal to be a one-hit wonder