

# Brandon Biro

## Senior User Experience Designer

brandonjbiro@gmail.com  
772 Harvest Lane  
Verona, WI  
608-215-5874

### Professional Summary

For the past 14 years, I have worked tirelessly at being a Senior UX Designer. I am a confident, responsible, and articulate person with good communication skills, and a strong sense of curiosity. I love problem solving with a diverse group of employees. I am looking for the next challenge in my career and to be part of a passionate design team.

### Experience

#### Madison Gas and Electric - Senior UX Designer

Nov '15 - Present

- Sustained brand integrity by designing cohesive, visually aligned digital experiences that reinforce trust and recognition across energy-sector digital products.
- Streamlined product development life cycle through proactive management and collaboration, ensuring timely delivery of high-quality, user-centric digital solutions.
- Enhanced user experience by conducting targeted usability tests (virtual and in-person) and incorporating insights to optimize products that meet diverse user needs.
- Facilitated agile development with developers through iterative design, translating concepts into functional digital products while meeting rigorous usability standards.
- Advanced accessibility by writing and maintaining front-end code aligned with WCAG AA standards, promoting inclusivity and enhancing the reach of our digital products.
- Advocate and prioritize inclusivity and equality into design methods and products, while adapting to business needs and initiatives. Passionate about building an inclusive ecosystem.
- Empowered junior team members by providing guidance and knowledge-sharing on UX best practices, contributing to a culture of continuous learning and professional growth.
- Defined and tracked success metrics (OKRs/KPIs) to drive measurable improvements in product performance and user satisfaction, supporting data-driven decision-making across projects.
- Creative thinker who thrives on teamwork and a positive culture. Strong work ethic and desire to be technically proficient. Visualize and implement storytelling to design principles and design solutions.

#### Wisconsin Department of Justice - UX Designer

Jul '11 - Apr '13 and Jul '13 - Nov '15

- Collaborate with cross-functional teams, including developers, product managers, and directors, to define technical requirements and plan for accessibility and UX design. Prioritized and integrate frameworks into all aspects of projects and product development.
- Stay updated with new technologies and industry trends for user centered design and web design to provide innovative thinking to solutions that align with market, and business demands.
- Collaborate with business stakeholders to define the user experience vision and strategy, and drive its implementation across all internal systems, applications, and external products.
- Write and diagram accurate documentation to encourage process improvements for a variety of design guidelines, screen designs, and content management systems that are easy to interpret and serve a wide range of team members and customer communication.

#### Wisconsin Department of Children & Families - Webmaster

Apr '13 - Jul '13

- Develop and implement strategies, policies, and procedures to improve website user experience and increase user engagement.
- Monitor and analyze website traffic and user behavior to identify areas for improvement and optimize website performance. Diagnose issues and resolve with appropriate people.
- Incorporated website usability group to enhance employee engagement and relationship building with business partners.

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### Education

Master of Arts: Visual Communication Design - Liberty University	2020 - Present
Certificate, User Experience Design Weinschenk Institute - The Team W	2015
Certificate, Web Design - Madison Area Technical College	July 2012
Bachelor of Science, Art - University of Wisconsin-Madison	May 2008
Graphic Design - Edgewood College	Dec 2001

### Core Competencies

User-Centered Design (UCD), Wireframing, High-Fidelity Mockups, Prototyping, UX/UI Design, Design Systems, Sketching, Interaction Design, Branding, Adobe Creative Suite, Responsive Design, UX Research, Usability Testing, Cross-Platform Design, Information Architecture, Complex User Flows, Collaborative Design, Presentation Skills

### Achievements

Increase different performance scores through MGE website redesign, Accessibility score increased by 27 points to 92, Quality Assurance increased 45 points to 98, SEO score increased 7 points to 81, and our Overall score increased by 25 points to 90.

2016 WAGGY - Best Redesign for the Department of Justice website.

Received a Challenge Coin from the Department of Justice, Division of Criminal Investigation, for my contributions to the design, development, and evolution of their digital portfolio.

Received recognition from Governor of WI for my redesign of the WI Department of Children and Families logo.