

Brandon Hollins

Product Designer

📧 brandonhollins.com
✉️ brandonhollins4@gmail.com
☎️ 601-608-8323

About Me

I'm Brandon, a gallant product designer from the mystical halls of the University of Mississippi, where I conquered a degree in both Computer Science and Mathematics in the winter of 2022. Now embarked on a quest in the enchanted city of Austin, Texas, I meld my wizardry in technical realms with a sorcerer's touch in data to conjure user-centric solutions that bewitch the digital expanse.

Technical skills

Adobe Creative Suite, Adobe Illustrator, Adobe Photoshop, Aesthetics, Business Requirements, Cascading Style Sheets (CSS), Communication, Component Building, Data Visualization, Design Specifications, Design Systems, Design Thinking, Figma (Software), Figma Dev Mode, Front-End Development, Graphic Design, HTML / CSS, Human Computer Interaction, Iconography, Information Architecture, Interaction Design, Mobile Platforms, Photoshop, Postgres, Problem Solving, Product Design, Product Strategy, Prototyping, React.js, SwiftUI, Systems Thinking, Typography, UI Design, Usability Testing, User Experience (UX), User Experience Design (UED), User Flows, User Interface Design, User Research, User Testing, User-centered Design, UX Research, Variables / Tokens, Visual Design, Web Design, Web Development, Wireframing

Tools

Adobe XD, Asana, Figma, Firebase, Framer, Git, GitHub, GitLab, Jira, Linear, Matplotlib, Maze, Miro, Mixpanel, MongoDB, MySQL, NoSQL, Notion, Plotly, Python Scripting, Snowflake, React Native, Seaborn, Shell Scripting, Sketch, SQL, Sublime, Trello, Vercel, Visual Studio, Xcode

Education

B.S Computer Science at The University of Mississippi

Graduated December 2022

As a member of the Entrepreneurship Club, I cultivated a passion for innovative thinking and business strategy, which directly feeds into my current venture with The Solo Market. Being part of The Luckyday Program and The National Society of Leadership and Success was pivotal in honing my leadership skills, preparing me for the multifaceted challenges of freelancing and entrepreneurship.

Experience

Associate Product Designer, Design Systems at SimplePractice

June 2022 - November 2023

- Played a key role in a 2023 initiative aimed at refining UI components, with special attention to accessibility, functionality, and usability.
- Worked in tandem with the design systems lead and engineering, employing Figma variables and tokens to enhance the color system.
- Redesigned the toast notifications and utilized Zeroheight for comprehensive documentation, which led to resolving previous user complaints.
- Contributed to several other component updates, ensuring alignment with updated design principles.
- Refactored the iconography in the design system to create a single source of truth for both designers and engineers, resulting in a more intuitive experience for both teams.
- Improved workflows, processes, and communication between designers and developers.
- Collaborated closely with PM and Eng to create and validate UX solutions for highly technical and complex engineering challenges

Product Design Intern at M1

May 2021-September 2021

- Collaborated on a multi-disciplinary team and designed a visualization to highlight the amount of dividends a M1 user received during a given time period resulting in numerous positive reactions on Reddit and prioritization of enhanced dividend features.
- Shipped software in fast-paced, technical environment
- Turned ambiguous problems that our users faced into concrete products, from proposal, to kick-off, vision, building, and launch

Projects

Component Mention Counter Slack Application

- Collaborated with product designers and engineers to identify key design components for tracking.
- Implemented a keyword proximity algorithm to improve the accuracy of data by focusing on relevant mentions that truly reflect component usage and discussion.
- Selected keywords ("use," "add," "implement," etc.) that frequently co-occur with mentions of design components in meaningful ways.
- Integrated the Notion API to automatically log every mention captured by the Slack bot into a Notion database.
- Identified and resolved a critical bug that led to the unintended storage of all messages in Slack channels instead of exclusively capturing relevant component mentions.

Individualist iOS Application | Connecting Jobseekers and Businesses

- Developed a two-sided job marketplace mobile application using Swift and SwiftUI.
- Utilized MVVM (Model-View-ViewModel) design pattern for clean code architecture.
- Implemented Realm by MongoDB as the relational database for storing user data and job postings.
- Integrated unit and UI tests to ensure the quality and stability of the application.
- Collaborated with the sponsor to gather requirements, receive feedback, and align project goals.
- Managed project progress using Asana for effective task tracking.
- Implemented login and signup functionality, allowing users to create accounts and access the application.
- Created user profiles, enabling users to enter their personal information and work experience.
- Developed job posting functionality, allowing businesses to create and manage job openings.
- Implemented job application functionality, enabling job seekers to apply for open positions.