

Sebastian Broways

UI/UX Design Director

Profile

A proven leader experienced in harnessing big ideas while developing and guiding the processes required to deliver innovative, impeccably-executed digital products.

Adept at defining product strategy, piloting vision, and curating product road maps with a user-focused ideology while upholding business needs.

Employment

Penton

2014-PRESENT

Vice President, Product Design

- Define, develop and oversee product development life cycle and strategy for Penton's digital properties (\$150MM annual revenue).
- Introduce new design practices as a core component of product management, including: research, usability tests, A/B tests and prototyping.
- Establish and manage product design disciplines including user experience, research, visual and user interface with ambitious leadership and precise attention to detail.

Dru Whitacre Media

2012-2013

Creative Director

- Successfully led expansion of digital and print properties, including the premiere e-commerce venture for the company.
- Implemented brand standards and managed identity across multiple mediums including web, print, video and experiential.
- Directed the strategy and creation of both marketing and product design including planning, production and execution.

Avagen Ventures

2012-2014

Product Designer

- Employed as the primary design consultant to lead multiple projects in various industries including medical data and e-commerce type start-ups.
- Established Avagen's product branding and marketing strategy while ensuring cohesive and consistent use across platforms.

Sense of Fashion / 76 Hudson

2011

Designer

- Spearheaded all aspects of design including branding, e-commerce, marketing, photography and videography.

Contact

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Expertise

MANAGEMENT

Team leadership	● ● ● ● ●
Process development	● ● ● ● ●
Product management	● ● ● ● ●
Product strategy	● ● ● ● ●

UX/RESEARCH

User research	● ● ● ● ●
Personas & scenarios	● ● ● ● ●
IA & sitemapping	● ● ● ● ●
Conversion design	● ● ● ● ●
Analytics	● ● ● ● ●
Accessibility	● ● ● ● ●

UI

Wireframing	● ● ● ● ●
Usability testing	● ● ● ● ●
Mobile & responsive	● ● ● ● ●
Information hierarchy	● ● ● ● ●
Sketching	● ● ● ● ●

VISUAL

Interaction design	● ● ● ● ●
Style & UI guides	● ● ● ● ●
Color theory	● ● ● ● ●
Branding	● ● ● ● ●
Typography	● ● ● ● ●

PROTOTYPING

HTML	● ● ● ● ●
CSS	● ● ● ● ●
JavaScript	● ● ● ● ●
Git	● ● ● ● ●