
Paige Brown

UI/UX, Web, & Graphic Designer || 603.660.9261 • paigebrownx93@gmail.com

EXPERIENCE

ITR Economics II Design Specialist & UX Design Associate - Manchester, NH

APRIL 2023 - PRESENT

- Lead UI/UX designer for the company's main SaaS platform, improving user experience on 1 - 3 product initiatives per quarter
- Consult with IT team and stakeholders to enhance UI/UX for internal tools
- Create and manage brand elements, including logos, iconography, and UI/UX design systems
- Provide design support and branding advice for client-facing presentation materials
- In support of 2 - 3 marketing campaigns per quarter:
 - Design graphics for digital media, print campaigns, video assets, and product development
 - Develop lead-generating promotional landing pages for free gated content and paid services
- Build and manage the company website, integrating both graphic and web design elements
- Post content to social media platforms, enhancing brand visibility and engagement
- Manage social media engagement, responding to interactions and building community
- Craft and distribute marketing emails and subscriber communications to drive audience engagement
- Regularly research the latest UI/UX and graphic trends to inform design decisions and communication strategies

ITR Economics II Marketing Specialist - FEBRUARY 2021 - APRIL 2023

ITR Economics II Marketing Associate - FEBRUARY 2020 - FEBRUARY 2021

ITR Economics II Marketing Assistant - OCTOBER 2018 - FEBRUARY 2020

LPT & Associates, PLLC II Social Media & Case Manager - New Hampshire

JULY 2017 - SEPTEMBER 2018

- Web development, lead generation, social media management, paid advertising campaigns, market research

Concord Food Co-op II Marketing Specialist - Concord, NH

APRIL 2016 - JULY 2017

- Social media management, email marketing, graphic design, in-store promotions, copywriting

EDUCATION

Southern New Hampshire University, 2020 - 2023 || Master's Degree, Communication

Honors Roll each term, Dean's List 2023

Franklin Pierce University, 2012 - 2016 || Bachelor's Degree, Marketing

Honors Program, Alpha Chi, Sigma Beta Delta

TECHNICAL SKILLS

Figma, Photoshop, InDesign, HubSpot, Asana, Microsoft Suite, WordPress, Wix, Squarespace basic HTML, social media.



LINKEDIN



WEBSITE