



CHRIS BRANHAM

UX Designer | Product Manager

🌐 www.desktopcreatives.com/work
@ creativecdb1985@gmail.com
📞 614.732.2615
📍 4883 Cryodon Blvd N, Columbus, OH

SUMMARY

I have been a UX Design Leader with 12+ years of experience in end-to-end product design and 5+ years in cross-functional team leadership. A proven track record in reducing design debt, boosting team efficiency, and enhancing product adoption through user-centered design and agile collaboration.

EDUCATION

Bachelors Degree of Industrial Design

Columbus College of Art & Design
August 2003 - May 2007

SKILLS

Soft

Problem solving
Creative thinker
Organized
Communicative
Approachable
Empathetic
Patient
Adaptable & Flexible
Conflict Resolution
Mentoring
Collaborative
Delegation
Presenting
Team Motivation
Time Management
Relaxed under pressure

Technical

Figma / FigJam
XD
Sketch
Invision
Info Architecture
Workflow
Journey Mapping
Wireframing
Prototyping
Research Methodology
Agile & Scrum
Adobe Creative Suite
Microsoft 365
Confluence
Story Writing

PROJECT OWNER / INFORMATION ARCHITECT / RESEARCH LEAD

SMARTBRAN 07/2024 - Current

Spearheaded a passion-driven initiative to design and build an efficient CRM platform for home healthcare providers, serving as Product Owner, Lead Researcher, Information Architect/UX Designer, and Brand Designer. Streamlined data intake workflows and prioritized high-value features—including data security in transit, HIPAA compliance, cloud integration, customizable modules, and interactive dashboards. Delivered 95% of required features within 14 months, achieving an 80% adoption rate by admins and supporting staff. SmartBran ultimately evolved from an internal platform into a scalable, web-based B2B subscription service. smartbran.io

INTERIM MANAGER / UX DESIGN LEAD

JPMORGAN Chase 09/2019 - 05/2025

Led UX strategy and execution across three product towers, improving NPS for UX adoption by 20% and reducing design handoff time by 25% through agile methods, strategic planning, and cross-functional collaboration. Prioritized UX work to align with roadmap deliverables and MVP expectations. Created UX decks to support stakeholders and internal onboarding as well as mentoring colleagues to support internal hiring and UX career development.

DESIGN CONSULTANT

Desktop Creatives 09/2016 - Current

Founder of Desktop Creatives. Supporting diverse clientele remotely to establish quality products through evaluations, creative strategy planning and end-to-end processes. www.desktopcreative.com

UX RESEARCH & DESIGNER

HMB NET 10/2018 - 06/2019

Lead UX designer, researcher and brand designer for Learning Circle Software. Created user segments, journey maps and data analysis. Produced workflows, wireframes, A-B testing, and prototyping. Additional responsibilities included, branding and style guide, logo design, marketing materials, and website management.

GRAPHIC DESIGNER / UX DESIGNER

KEMBA Financial Credit Union 05/2013- 10/2018

Responsible for designing all marketing materials, branding, interior layouts as well as website and mobile app updates. Revamped brand standards, branch interiors and work attire. Supported event staff and specialty products as brand ambassador. Led research and design effort for recreating ATM interface, website and mobile application. Created workflows, wireframes and prototypes for A-B testing.

LET'S BRAINSTORM!

