



CB

# CINDY BRUMMER

UX DESIGNER, CREATIVE DIRECTOR | STANDARD BEAGLE

## ABOUT

Hi! I'm Cindy! I'm a UX designer and Creative Director. I run a UX agency called Standard Beagle where we work with great companies to solve their user experience issues using design thinking.

## SKILLS

### Leadership

Creative Director – Design Thinking methodology  
Project Management – Agile Methodology, Team Building, Critical Thinking and Decision Making, Conflict Resolution, Business Development

### Design

UX Design, Mobile App Design, Photoshop, Illustrator, user testing, analytics analysis

### Development

HTML, CSS, jQuery, PHP, ASP.NET

### Editorial

Strong editorial, writing skills; Video production, editing; radio production

### Business Development

## EXPERIENCE

### PROJECT MANAGER/PRODUCT OWNER, UX AND VISUAL DESIGNER, WEB DEVELOPER • STANDARD BEAGLE • DECEMBER 2012-PRESENT

As founder and creative director, I lead an amazing team of designers, content specialists and developers to work with our clients in healthcare, tech and other industries.

When I started the company in 2012, I was the primary designer and developer, but as the company grew, my role grew into management and leader.

### Key Impacts:

- Adding design thinking to project process
- Implementing Scrum, Kanban approach to project management
- Implementing EOS (Entrepreneurial Operating System)
- Implementing Sandler Sales System

### Notable Standard Beagle Projects:

- Central Health UX Design
- Central Health experiential app
- Texasassessment.com website development
- NKFM Coaches portal design/development
- Dallas Opera user experience
- Texas A&M RELIS campus website user experience
- React.js ecommerce and user flow
- Marathon Kids Technology Project

### ADJUNCT PROFESSOR IN UX/UI COHORT • THE UNIVERSITY OF TEXAS AT AUSTIN, MCCOMBS SCHOOL OF BUSINESS • JUNE 2019-PRESENT

I teach a UX/UI curriculum to students who are typically full-time working professionals making a career transition. This curriculum is separated into three parts:

- User Experience – Research, Ideation, Prototyping, User Testing, User Interviewing, Customer Journey Mapping, Affinity Diagramming, User Persona Creation, Problem Definition



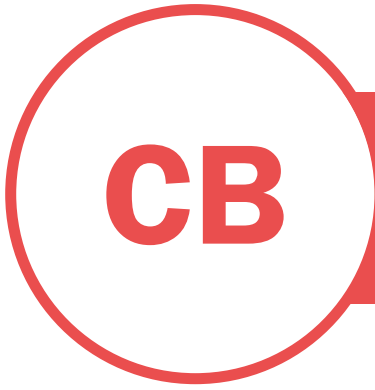
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Sales, proposal writing, budget creation and estimation; project research and discovery

- User Interface Design – Color Theory, Information Architecture, Design Systems, Typography, Responsive Design, Adobe XD
- Front End Development – HTML, CSS, Javascript, GitHub and GitHub desktop, Visual Studio

## CERTIFICATIONS

RITX Design Thinking  
Micromasters Certificate

General Assembly Product  
Management Certificate

HIPAA Awareness for Business  
Associates (TX)

HIPAA Security

Negotiation Essentials for  
Business Professionals

Analytics Academy – Digital  
Analytics Fundamentals  
(Google)

### WEBSITE DESIGNER AND CONTENT MANAGER • THE AUSTIN DIAGNOSTIC CLINIC • MAY 2011-JANUARY 2014

I planned, designed, developed and launched ADC's redesigned website, focusing on usability and design for patients and staff, as well as rich multi-media content that is more effectively delivered and managed.

#### Experience:

- Usability testing
- Content analysis and strategy development
- Audience research and analysis
- Design moodboard creation
- Information architecture development (i.e. determining content groups and site structure)
- Multi-media presentations to clients
- Content creation (news releases and short blog-style videos for online audience)
- Website prototyping
- WordPress theme development / PHP

### DESIGNER, DEVELOPER & CONTENT STRATEGIST • HOUSE ON PAYNE WEB DESIGN • JULY 2009-DECEMBER 2012

Through House on Payne, I created beautiful online experiences and rich content to attract returning users.

#### Specialties:

- Responsive design and development, using HTML5 / WordPress
- Content Strategy
- Content Development
- Social Media consulting & strategy



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## SIDE PROJECTS

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### **Cindybrummer.com**

Currently updating my portfolio website, Nov 2019-present

### **FRP Podcast**

“Interesting Conversations with Interesting People” produced weekly Jan 2016-Sept 2018

## HOBBIES

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Boxing  
Fused Glass  
Gardening

### **WEB PRODUCER / EDITOR • KVUE • JULY 2005-MAY 2010**

Primary producer of news content on KVUE.com.

#### **Responsibilities:**

- Wrote, researched, reported, and published local, state and national stories, images, and video.
- Cross-promoted content on social media platforms, including Twitter and Facebook.
- Collaborated closely with news staff to meet daily and weekly deadlines for website, implementing SEO. Participated in design and planning for KVUE.com.
- Created and developed interactive sections using JavaScript
- Aided KVUE.com transition from the VelocIT CMS to Broadcast Interactive Media's Clickability CMS platform.
- Training the reporting and editing staff on using the tool and website standards. Video editing was also transferred to the Forscene online editing system, on which I trained other staff.

### **PRODUCER / DIRECTOR • INDEPENDENT VIDEO PRODUCTION • FEBRUARY 2003-OCTOBER 2005**

Wrote, produced and edited documentary video “In Living Color: Voices from Shiloh’s Mound.”

### **MORNING PRODUCER • WKRN • JUNE 2001-FEBRUARY 2003**

Created, directed, and executed 6AM hour newscast. Chose and assessed importance and placement of stories; directed and supervised both on-air and production staff; conceived graphics production; managed live, on-air decision-making in control room, including breaking news.

### **ASSOCIATE PRODUCER • KPRC • JULY 1999-JUNE 2001**

**Associate Producer.** Assisted production of daily newscasts, including writing scripts, directing editors, and creating graphics.

**Stand-in Producer.** Responsible for content and quality of noon newscast.



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## **PRODUCER • KXII • FEBRUARY 1999-JUNE 1999**

Responsible for creating story run-down and writing scripts for noon and 5 o'clock newscasts. Decided live-shots, directed editors and scheduled interviews for shows.

## **EDUCATION**

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### **BACHELOR OF JOURNALISM • 1998 • UNIVERSITY OF TEXAS AT AUSTIN**

Broadcast emphasis; College of Communication Senior Fellow, KVR-TV  
Outstanding Staff Member of the Year in Spring 1998

### **BACHELOR OF ARTS • 1998 • UNIVERSITY OF TEXAS AT AUSTIN**

History

### **PRODUCT MANAGEMENT CERTIFICATE • 2017 • GENERAL ASSEMBLY**

### **DESIGN THINKING MICROMASTERS CERTIFICATE • 2019 • ROCHESTER INSTITUTE OF TECHNOLOGY**

## **VOLUNTEER EXPERIENCE OR LEADERSHIP**

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### **PRESIDENT • METROPOLITAN BREAKFAST CLUB • JULY 2019-PRESENT**

**VP OF GOV'T RELATIONS • AUSTIN AAF • JULY 2018-PRESENT**

**BOXING COACH • YMCA OF AUSTIN • JANUARY 2018-PRESENT**

**VP OF OPERATIONS • IIBA AUSTIN • DEC 2019-PRESENT**

**BOARD OF TRUSTEES • METROPOLITAN BREAKFAST CLUB • MAY 2017-  
JUNE 2019**

**CO-CHAIR GLOBAL GRANTS COMMITTEE • ROTARY CLUB OF AUSTIN •  
APRIL 2019-PRESENT**



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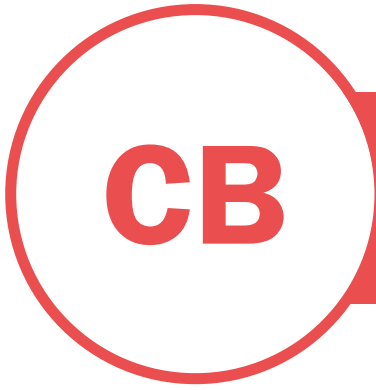
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**ADVISORY BOARD • CONCORDIA UNIVERSITY SCHOOL OF NURSING •  
FEBRUARY 2017-PRESENT  
HIMSS AUSTIN CHAPTER • 2016-2019  
PROFESSIONAL MEMBER • BOARD OF OPERATING TRUSTEES • TEXAS  
STUDENT MEDIA • AUGUST 2006-MAY 2010**



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