

BRANDON FAULKNER

Senior Experimentation Specialist at Salesforce.com

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📍 Indianapolis, Indiana

EXPERTISE

User Experience Design
Digital Experimentation & Testing
Creative Technology & Innovation
User Research & Analysis
Front-End Development
Email Marketing Specialist
Creative Direction & Brand Strategy

OVERVIEW

User Experience is a term that encompasses a number of key areas of focus and disciplines that all correspond with a unified primary goal — placing the user at the center of every initiative and crafting every facet of their engagement with full intentionality. For over 15 years I have been providing my stakeholders and customers with the peace of mind that comes from the multitude of projects, discussions, and strategic moves I've been a collaborator on.

SKILLS

User Interface Design User Experience
A/B Testing User Flows InVision
Wireframes Sketch Prototyping
Digital Marketing Branding & Identity
Infographics Email Campaigns
Brand Strategy Creative Direction
Vue Adobe Creative Cloud Node
Optimizely HTML/CSS JIRA
GitHub Heroku Salesforce
Marketing Cloud WordPress Admin
Print Production Front-End Dev

EDUCATION

IUPUI — Indiana University–Purdue
University Indianapolis, Indiana
(May 2004 - December 2009)
Interactive Multimedia Development

WORK EXPERIENCE

Salesforce.com

Senior Experimentation Specialist, Digital Data & Experimentation (August 2018 - Present)

- Key player in developing a Culture of Experimentation within Salesforce Digital, part of a small team that helps stakeholders make decisions confidently based on data from A/B and multivariate testing.
- Formulates and develops strategic testing programs that address specific areas of Salesforce's digital properties and conducts experiments to validate hypotheses that move the needle on core KPIs.
- Deploy experiments on testing platforms using custom code (Vue, CSS, JS, Optimizely) and measure full-funnel impact through digital analytics (GA360, Omniture). Draw-out key learnings from data sets and guide stakeholders on the proven path forward.

Creative Technologist, Digital UX (November 2016 - August 2018)

- Conceptualize, wireframe and design creative enhancements and problem-based solutions on salesforce.com for user testing. (Sketch, Adobe CC)
- Prototype interaction-heavy concepts using Framer.js, InVision, Figma, Origami or more production-ready custom code in HTML/CSS, Javascript.
- Bringing Marketing Managers and Product Owner's ideas for new features to life and adapting to standard UX patterns while upholding principles of Lean UX.

Email Marketing Specialist (December 2014 - November 2016)

- Strategize, design and build dynamic email-based campaigns to surpass registration goal of annual user conference by over 140%.
- Establish best-practices for email design to increase click-through rate by over 340% year-over-year on marketing and event campaigns.
- Persona-based marketing initiatives using expert knowledge of the Salesforce Marketing Cloud (formerly ExactTarget) app.

VOLUNTEERING

Keep Indianapolis Beautiful, Inc.
Second Helpings, Inc.
Gleaners Food Bank of Indiana, Inc.
Coding 4 Kindness
United Way Central Indiana
Young Life of Indiana

COMPANIES I’VE WORKED WITH



WORK EXPERIENCE *(Continued)*

ExactTarget

Digital Designer, Digital Experience *(January 2014 - December 2014)*

- Prototyping, UX/UI design and front-end development (HTML/CSS/jQuery) for digital initiatives and marketing campaigns including events like the Connections global user conference.
- Leverage in-demand technologies and code libraries such as Bootstrap, Drupal, SourceTree and Sass.
- Part of a world-class team which launched rebranded Salesforce Marketing Cloud web properties — from conceptualization to deployment in under 90 days.

St.Vincent Health

Lead Web Design Consultant, Digital Marketing *(July 2007 - January 2014)*

- Provide ongoing support and maintenance for St.Vincent digital initiatives, microsites, and ads with a focus on stvincent.org — the health system’s website and patient portal.
- Partnered with Crowe Horwath to plan and deploy St.Vincent Health website rebrand with real-time hospital and ER wait times, built on Ektron CMS.
- Designed and coded award-winning websites for St.Vincent Women’s Hospital, Cancer Care & Bariatric department subsites and personalized landing pages.

HIPAA Privacy Officer, Information Security *(June 2006 - July 2007)*

- Responsible for HIPAA department’s Microsoft SharePoint website — updates, maintenance, database administration and compliance documentation.
- Designed corporate presentations and Best Practice award certificates for individual departments.
- Required to take on numerous high-security projects with airtight timing at a single time.

The Heavyweights

Art Direction / Production Designer *(April 2008 - December 2008)*

- Designed and produced print marketing materials for local and national brands like Maplehurst Bakeries and Kimball Office.
- Co-directed photo shoots and video interviews for targeted marketing campaigns through print and web.
- Specialized in marketing to healthcare and consumer packaged goods industries.

Indiana Minority Health Coalition

Web Graphic Designer *(July 2004 - May 2006)*

- Designed and maintained internal website used by employees and local affiliates.
- Created advertisements for local business and government affiliates and corresponding web pages.
- Developed e-newsletter, designed graphics and planned content & messaging — monthly editions.

THE BOTTOM LINE

I have what it takes to bring measurable impact to your company’s greatest initiatives. I love giving the user a prominent voice within the corporate landscape where opinions are plentiful and data is king. Getting to the bottom line of your company’s goals and developing a full strategic path to success is where I like to begin any engagement. I look forward to talking with you and your team about the next big idea.