# Hi!

My name is Cindy Brummer.
I am a UX Designer & Creative Director of Standard Beagle in Austin, TX.

● The Work

As the lead UX Designer and Creative Director for Standard Beagle, I work with a cross-functional team to solve the issues brought to us by our clients. I'm trained in using Design Thinking processes to research, ideate, prototype, and design a comprehensive solution focused on the end user.

I focus on UX design, with some graphic and visual design. As part of our design process, we often use user research and testing, ideation sessions, and prototyping in the design of the final product.
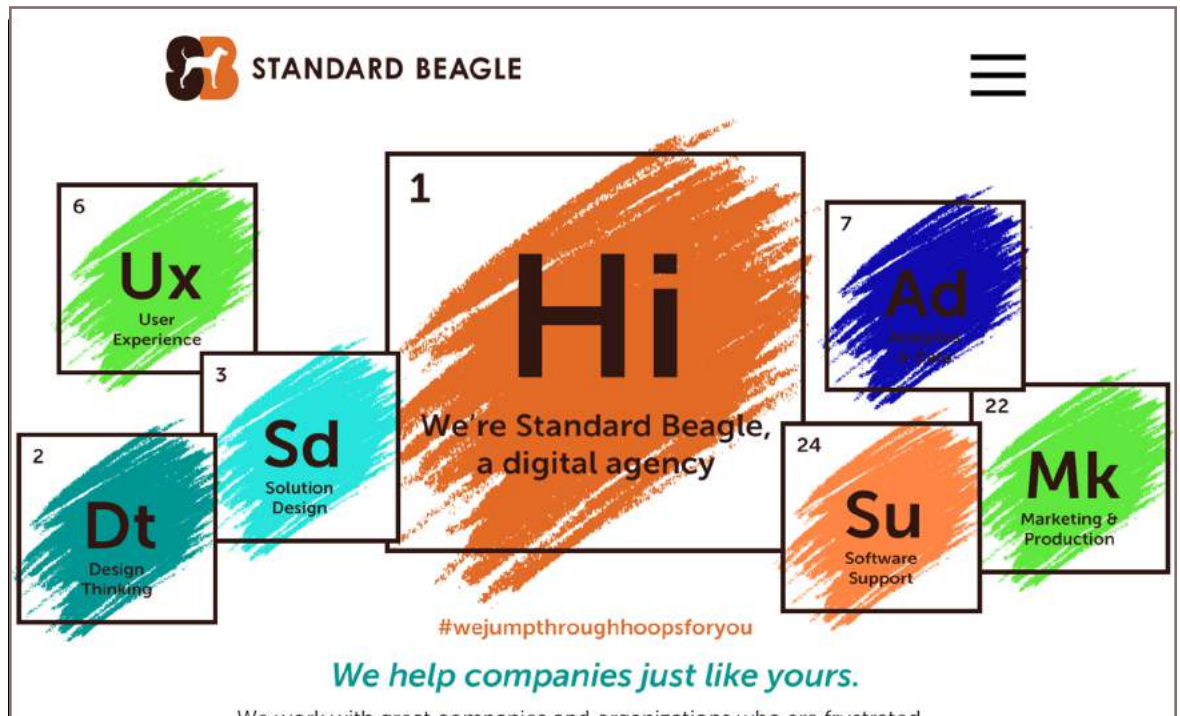
● Colors
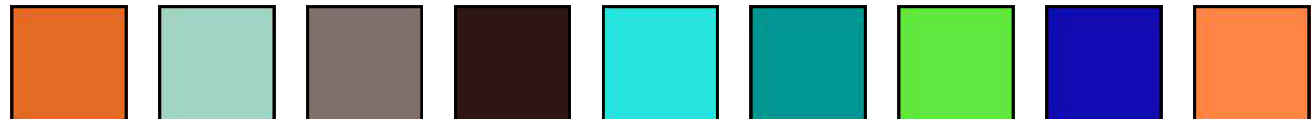
Coaches Portal App

Design of system for diabetes prevention coaches to submit info
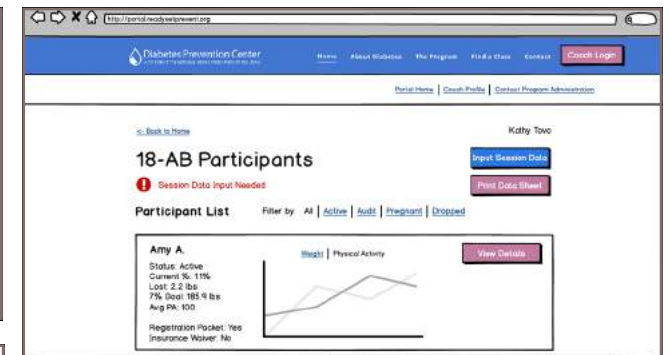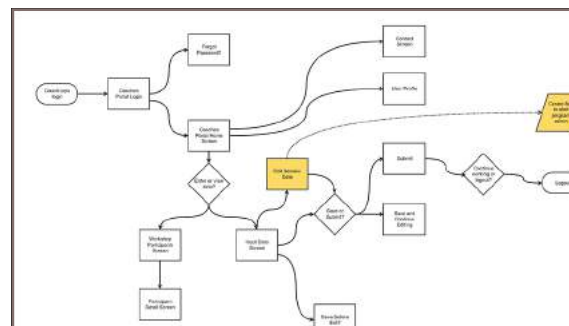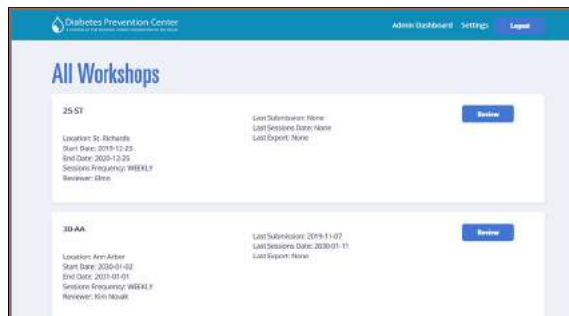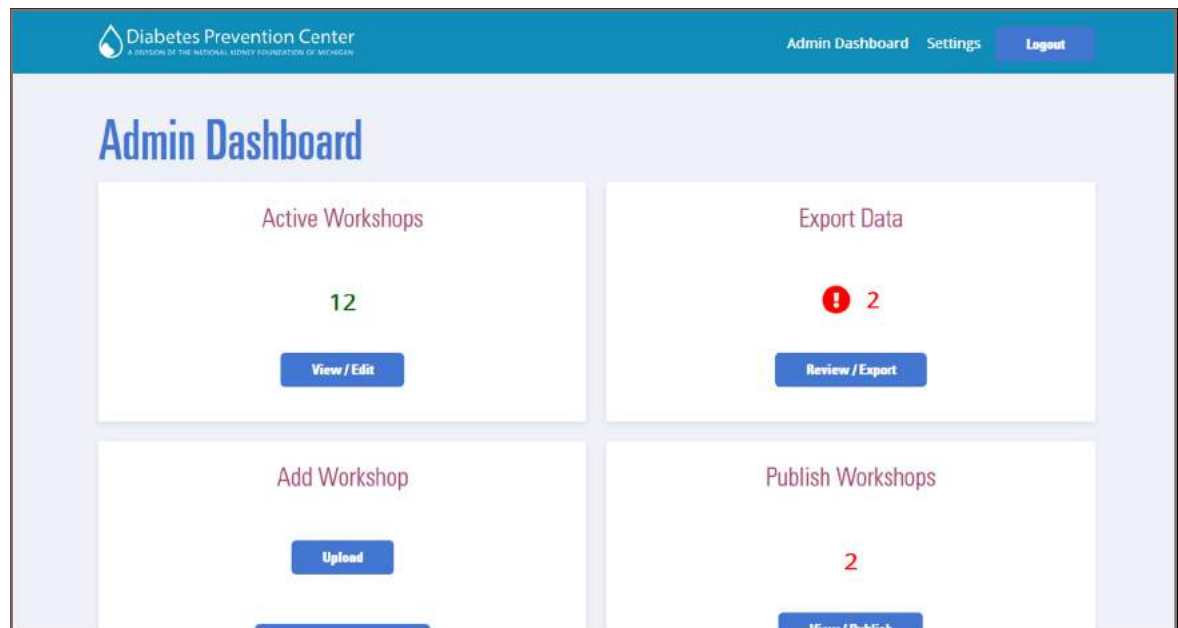
Design Work

The National Kidney Foundation of Michigan contracted with Standard Beagle to create a portal system for its diabetes prevention program coaches to more easily submit data. Working with my team, I designed the architecture of a portal that would have an ap on one side where coaches would enter data, a central database, and also an app for administrators to receive and download the data.

Design Tools:
-- User Testing
-- Team Ideation
-- UX Wireframes
-- Client and User Iteration

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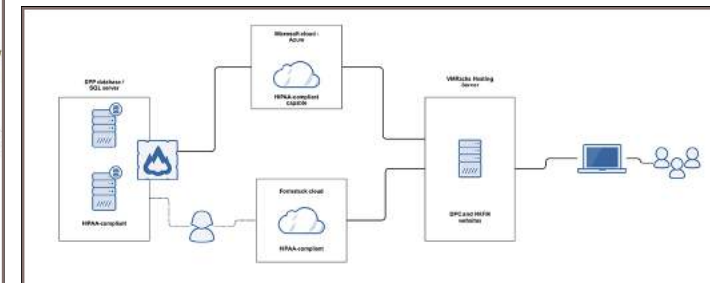
Central Health UX Redesign

User-focused redesign to help put the focus on patients

● Design Work

Central Health turned to Standard Beagle for a second time for help redesigning its main website to focus on pateints. We worked with a Dallas-based marketing agency on this project, which would handle the visual branding. Our role was to bring user experience expertise. We started with a discovery and ideation session with the stakeholders to align everyone to the problem we neded to solve. Then I performed user testing, designed wireframes, and testing prototypes on users again.

Design Tools:
-- User Testing
-- Team Ideation
-- UX Wireframes

● Colors
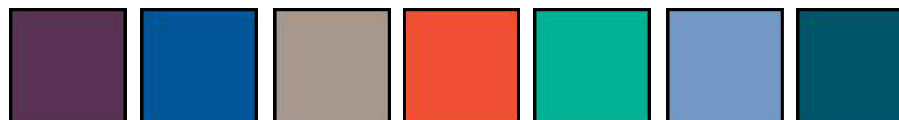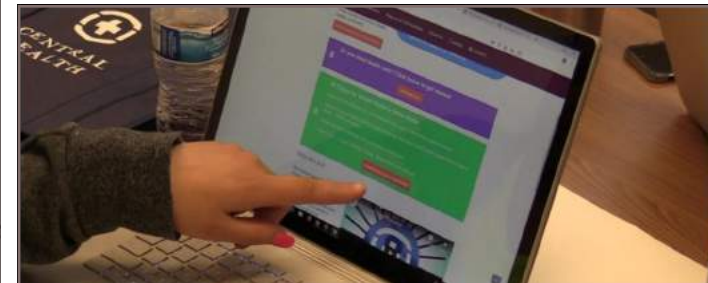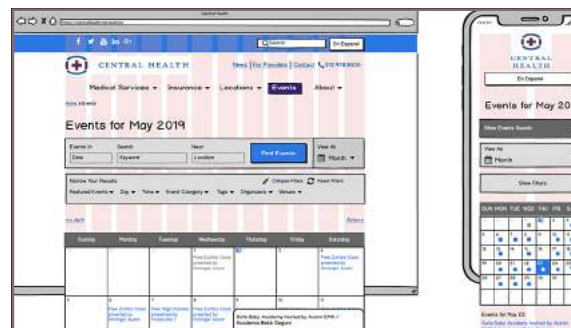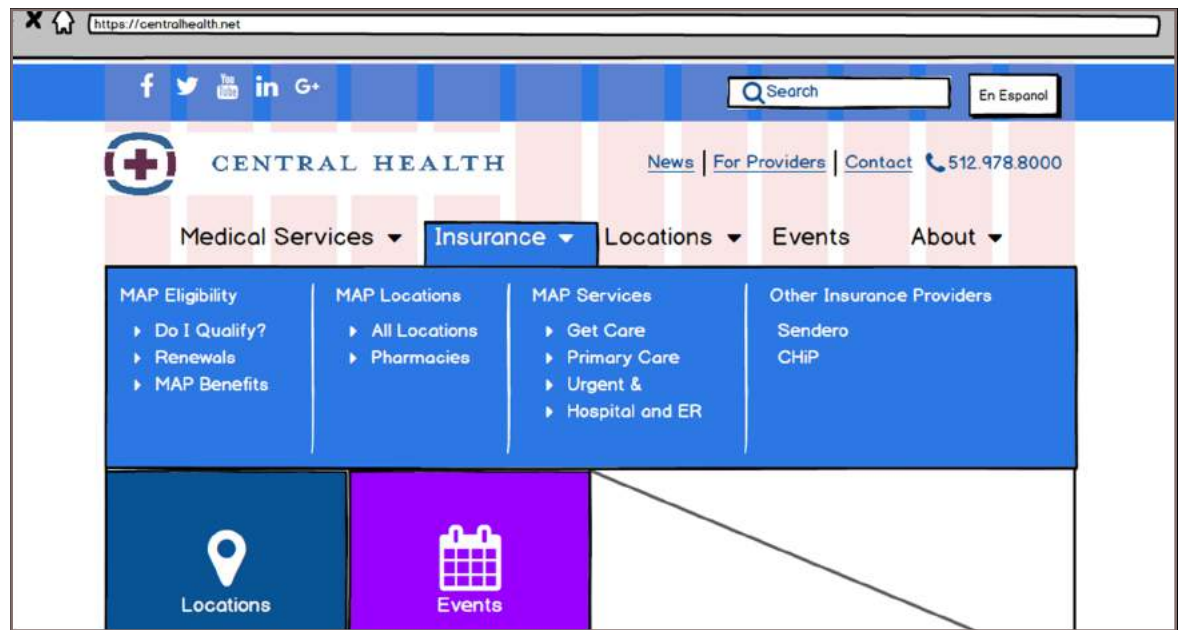
Central Health Health Fair App

UX design of web app for reaching more potential patients
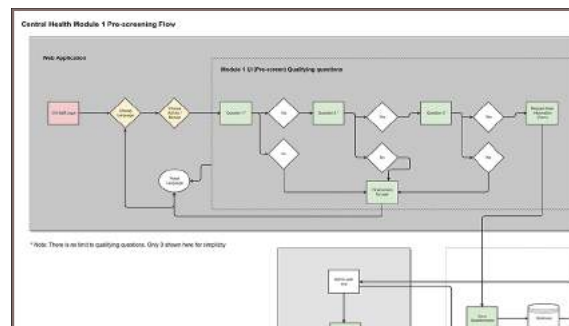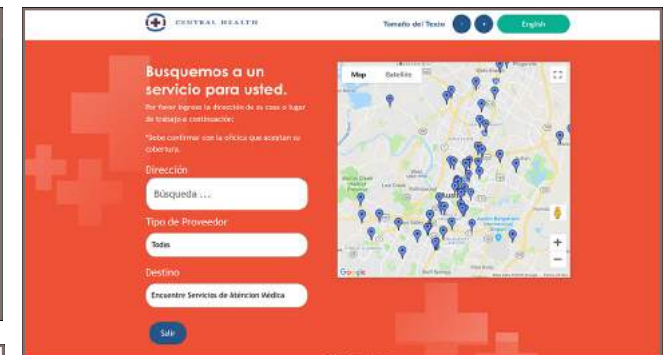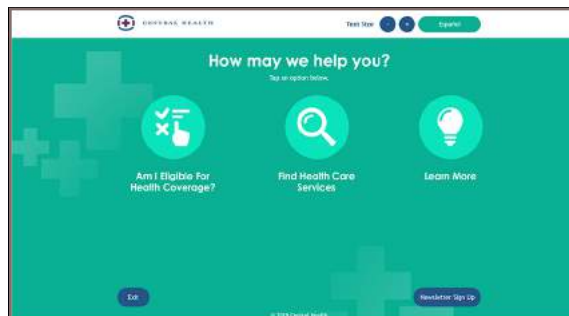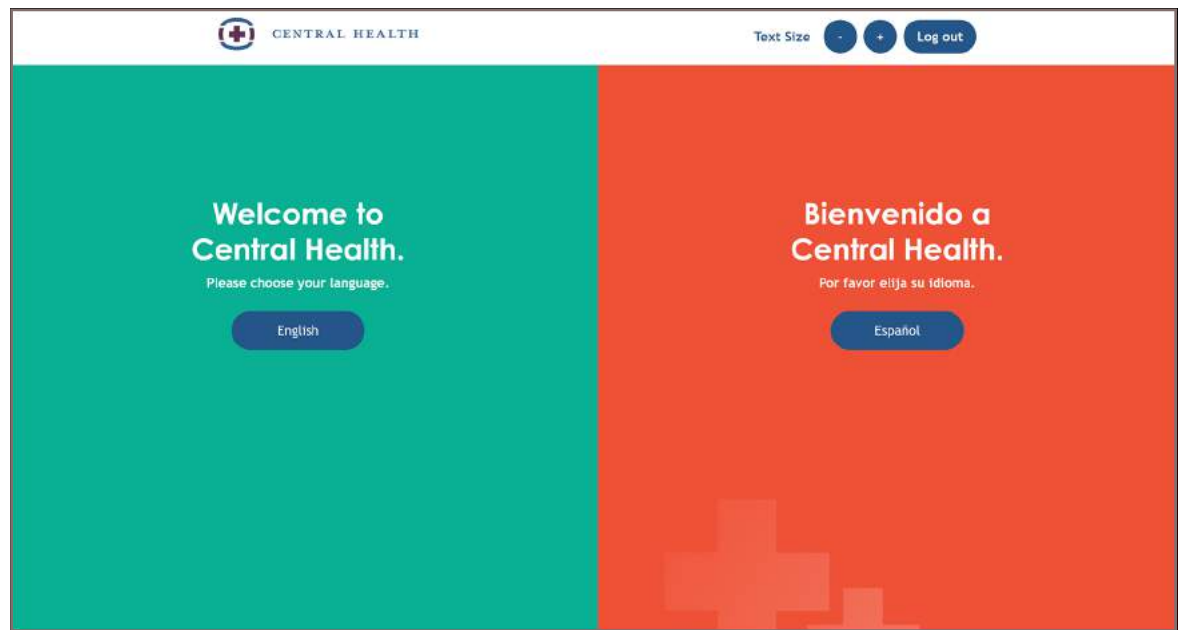
● Design Work

Central Health, an organization which provides access to healthcare services to those 200% or below the Federal Poverty Guidelines by coordinating a network of area healthcare providers, needed technology to help pre-screen and capture information while at health fairs when reaching and educating residents. We worked with a partner agency to design an experiential app that can be easily updated by the client and helped to expand the number of people reached.

Design Tools:
-- User Testing
-- Team Ideation
-- UX Wireframes

● Colors
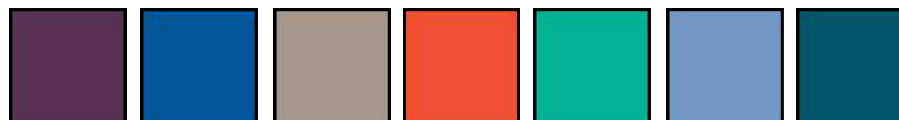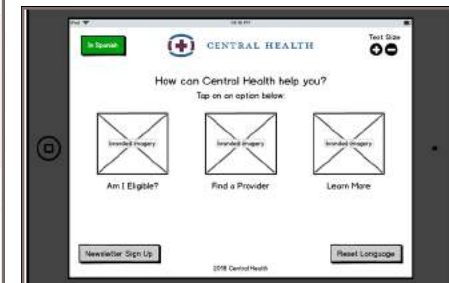
Infant Health Network

UX design of site for stakeholders and members

🟢 Design Work

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Design Tools:
-- User Testing
-- Team Ideation
-- UX Wireframes

🟢 Colors
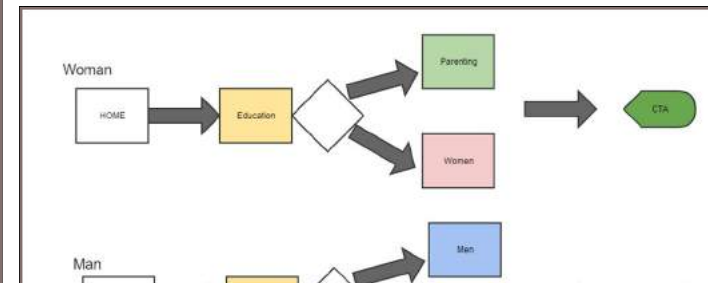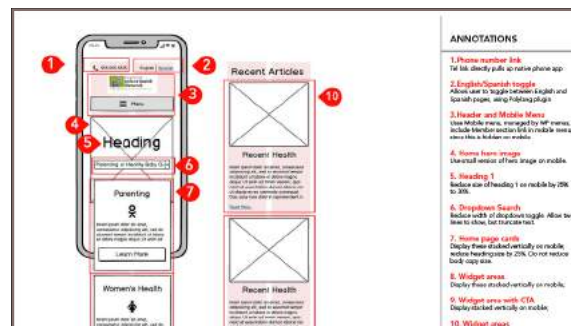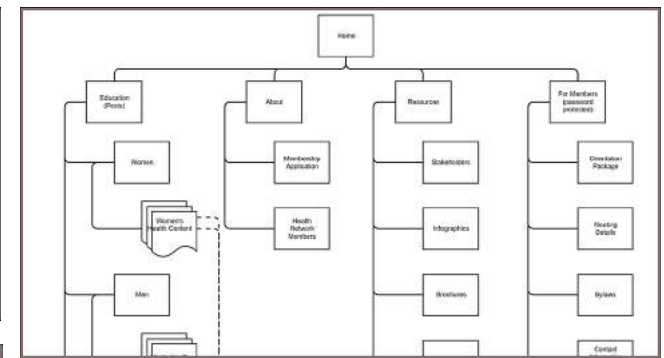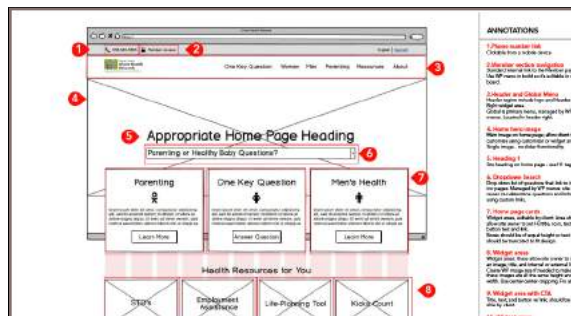
Marathon Kids

UX Design for complex registration flows, program management

 Design Work

Marathon Kids' branding guide needed to be applied to a complex registration system and user flow.

Requirements:
-- Recruit runners through the site;
-- Register coaches and allow coaches to manage runners and rewards;
-- Allow coaches to download materials;
-- Collect donations.

Design Tools:
-- User Research;
-- Usability Testing;
-- UX Wireframes;
-- Client Ideation Sessions.

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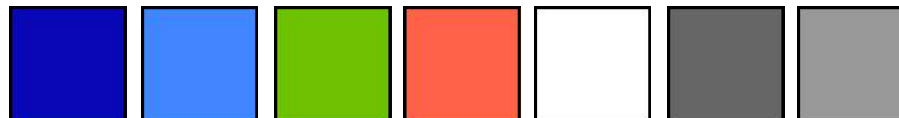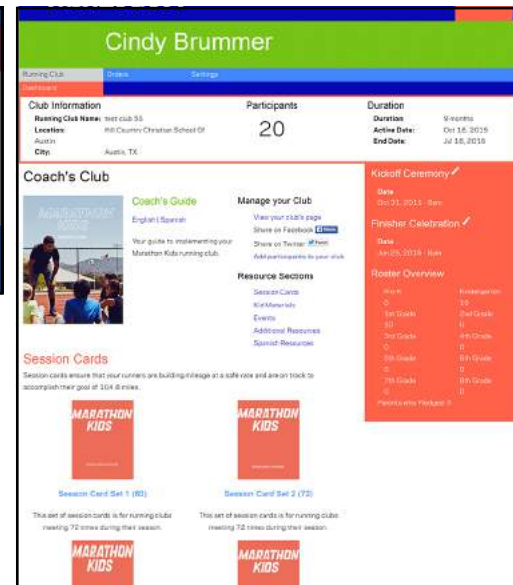
Texas A&M Rellis Campus

Brand new design for a new campus to attract applicants
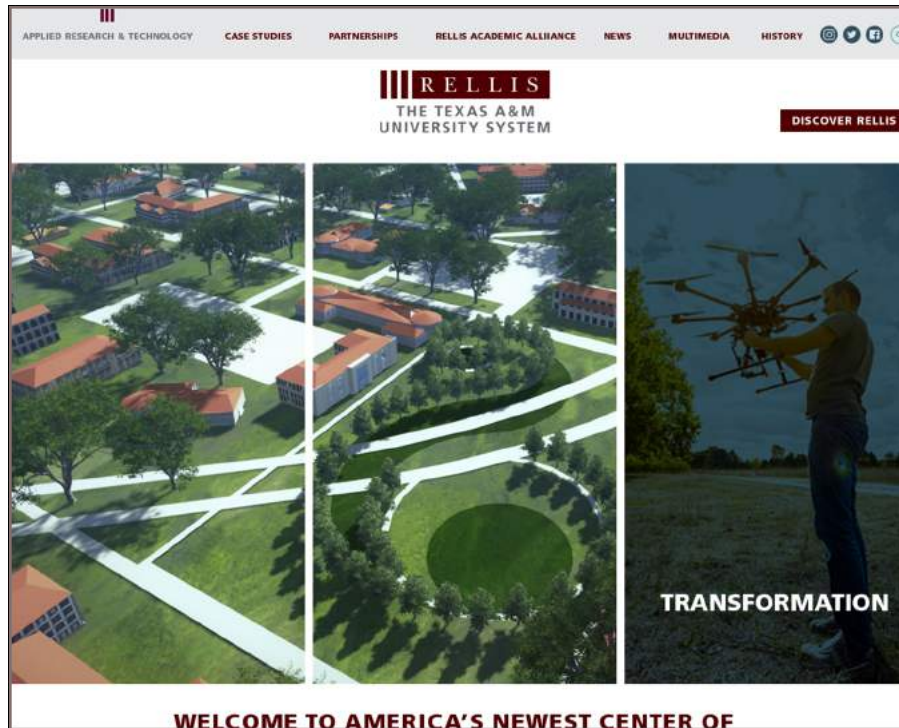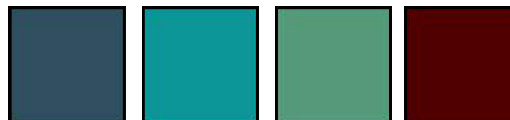
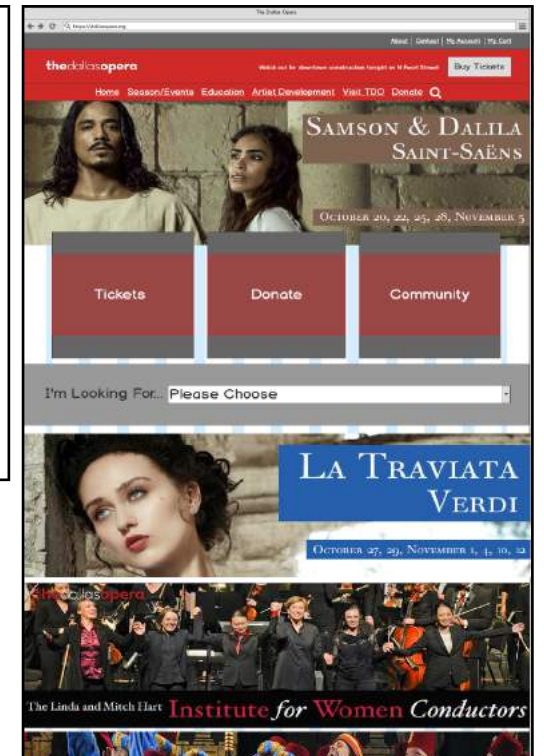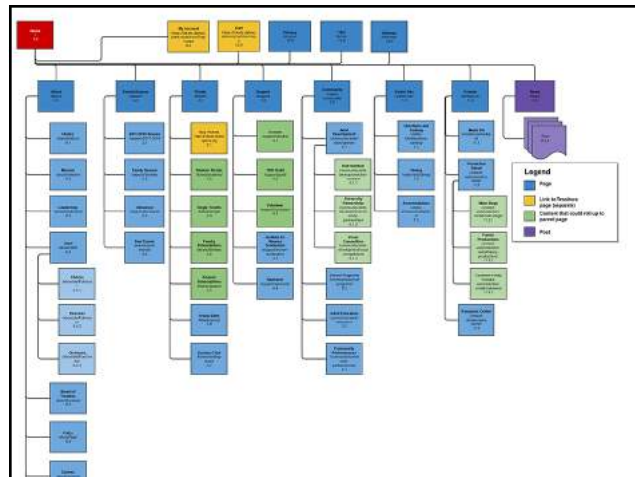## ⬤ Design Work

This project for Texas A&M was done in partnership with a marketing agency who handled the requirements gathering and visual design. Our role was to design the user experience as well as how the marketing team would manage content in the CMS. Following design approval I worked closely with our developers to implement the design.

Design Tools:
-- Information Architecture
-- UX Wireframes
-- Client Iteration Sessions

⬤ Colors
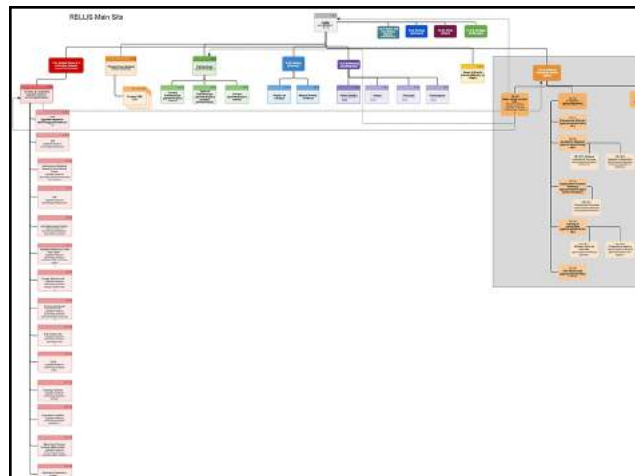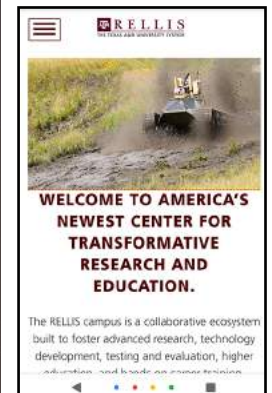
Dallas Opera

Redesign for arts organization with complex management needs
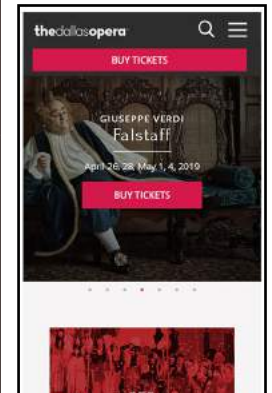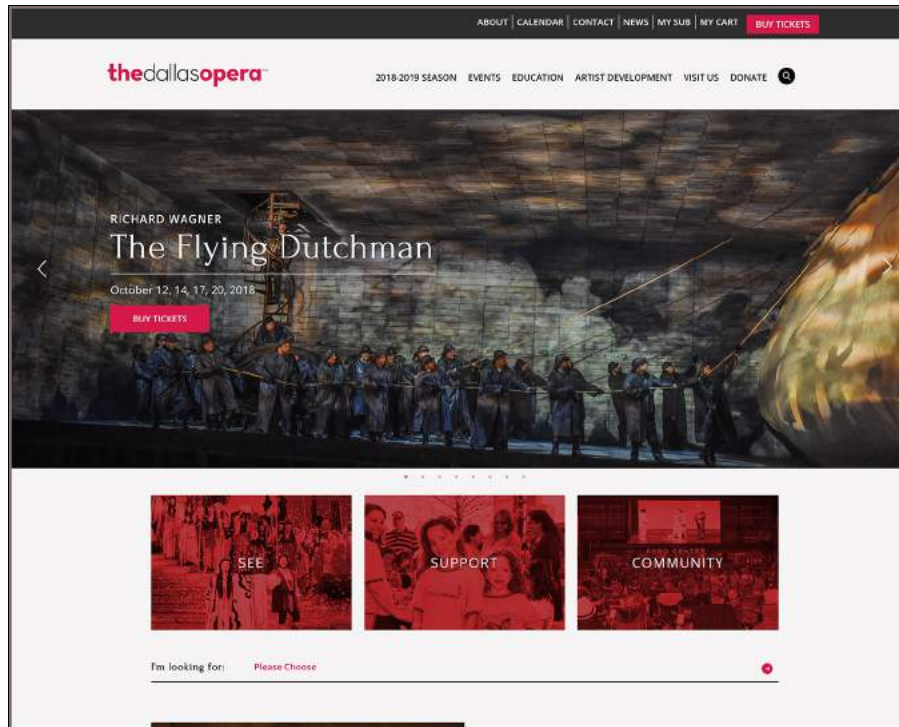
Design Work

This project for the Dallas Opera was done in partnership with a marketing agency who handled the requirements gathering and visual design. Our role was to design the user experience as well as how the marketing team would manage content in the CMS. Following design approval I worked closely with our developers to implement the design.

Design Tools:
-- Information Architecture
-- UX Wireframes
-- Client Iteration Sessions

Colors

Helicopter App

iOS app design for medical transport service

 Design Work

I worked as a design contractor for a consulting and development agency that developed an iOS app for a medical transport company.

The app was designed to allow emergency responders and personnel order a helicopter to a hospital or accident scene.

Design Tools:
-- Client Interviews;
-- Requirements Research;
-- UX Wireframes;
-- Client Iteration Sessions.

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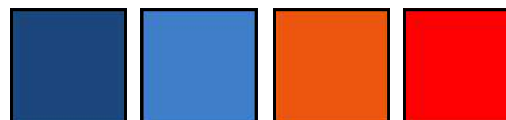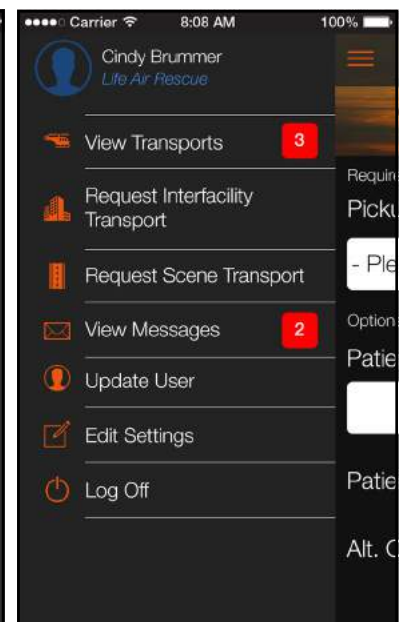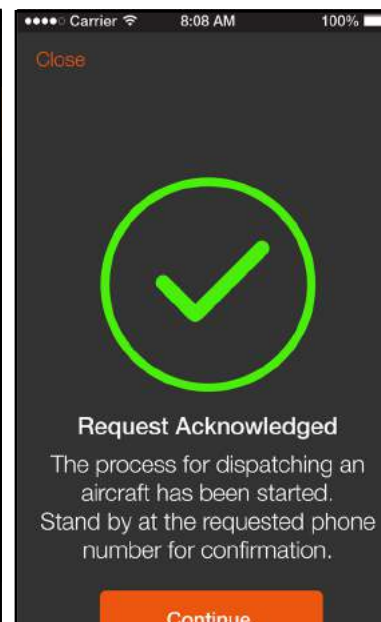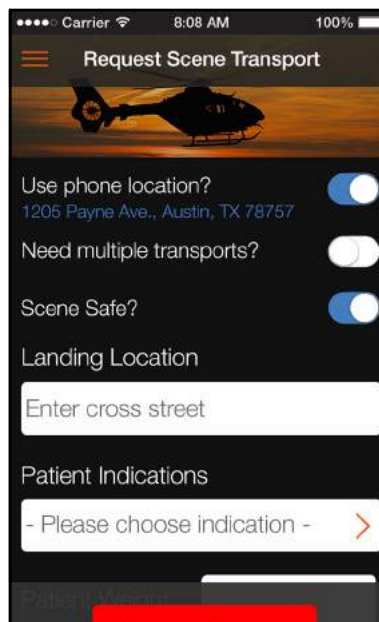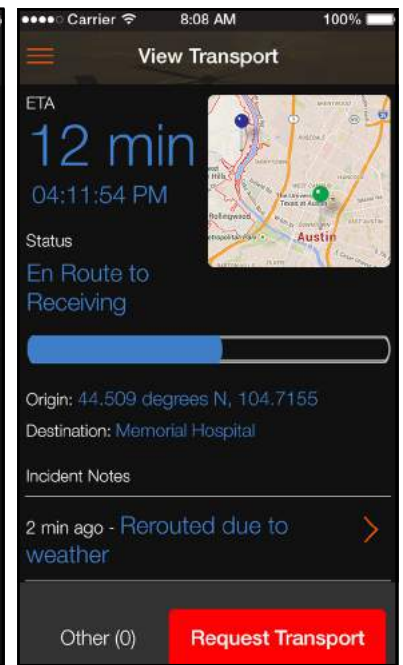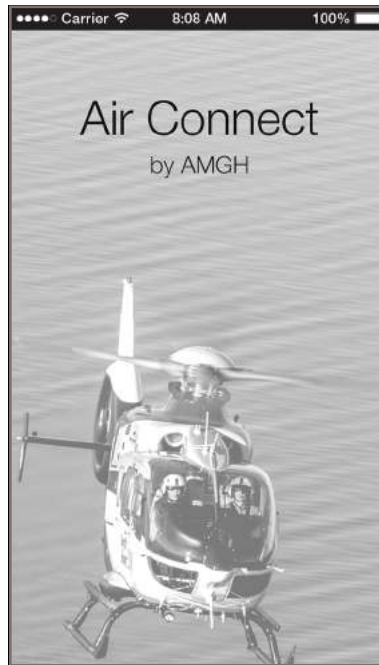
PW23 Fitness

Ecommerce redesign using BigCommerce platform
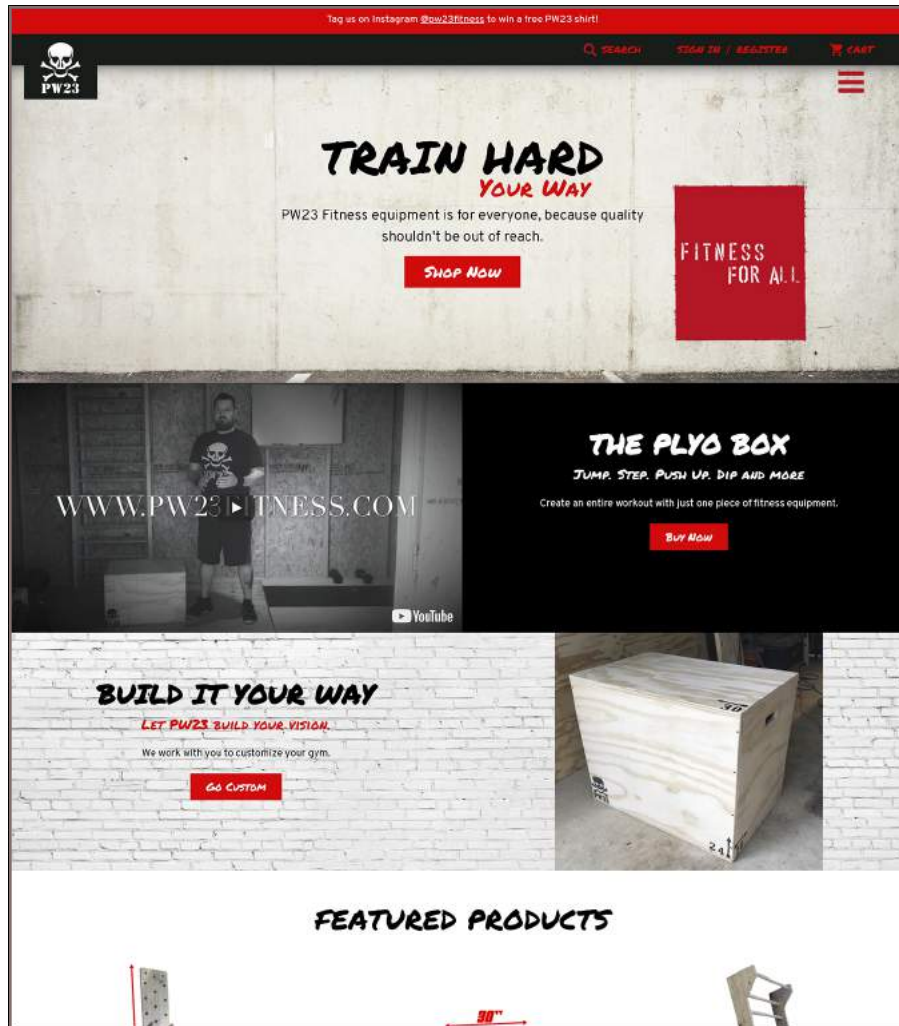
⬤ Design Work

When the owners of PW23 Fitness approached Standard Beagle, they knew their website needed to change. They wanted to keep the store on the same platform, but they wanted to freshen up the design so it would look more credible, more appealing, and drive more customer sales.
The design is based on universal principles of ecommerce, while keeping in mind the specific features and functionality of the platform.

Design Tools:
-- Information Architecture
-- UX Wireframes
-- Visual / Graphic Design

⬤ Colors
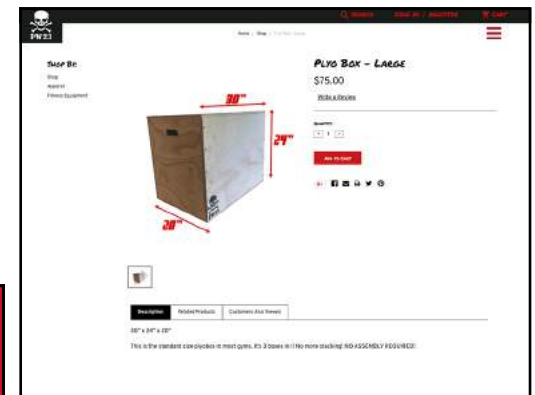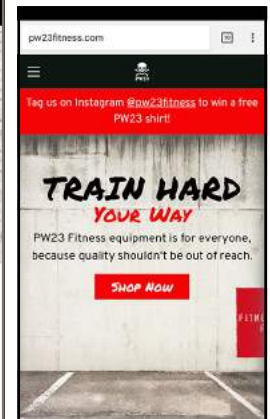
Georgetown Health Foundation

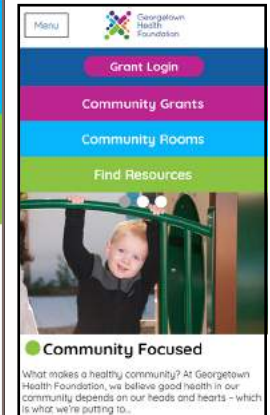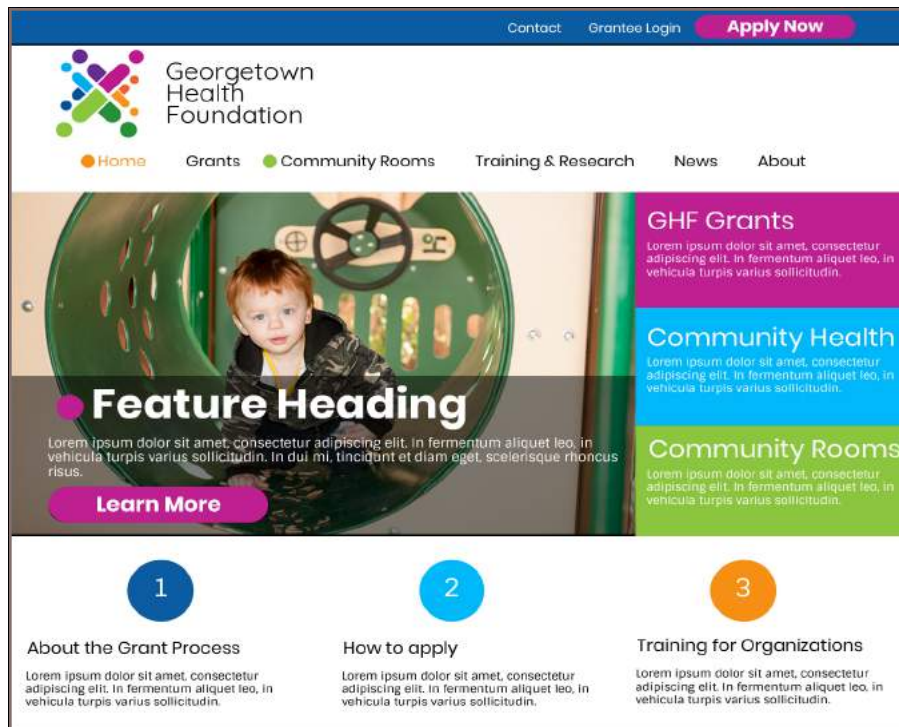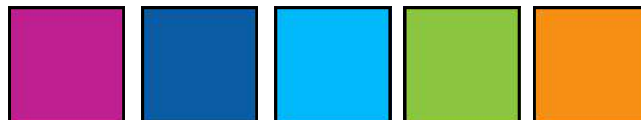Redesign of health foundation website to showcase success, aid staff

Design Work

We were asked to update the main website for Georgetown Health Foundation, which provides grants to organizations working to improve community health.

Design Tools:
-- Information Architecture
-- UX Wireframes
-- Style Tiles
-- Client Iteration Sessions

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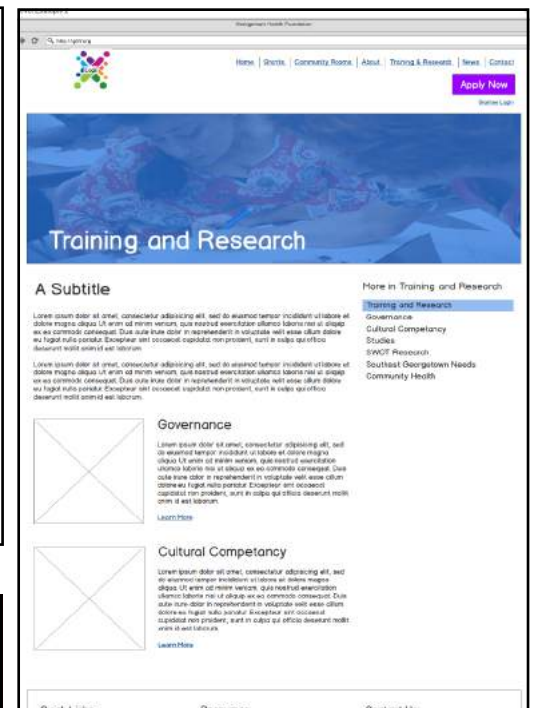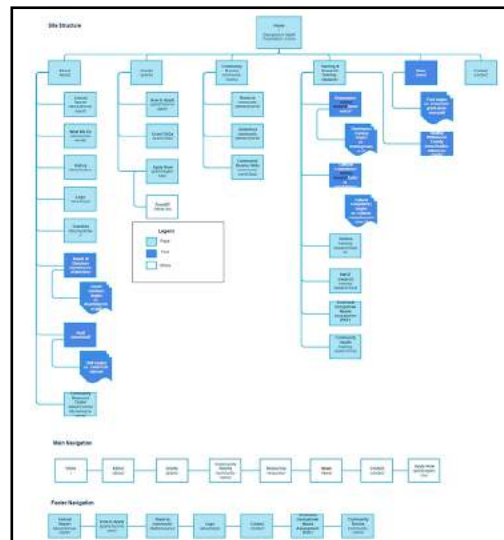
EveryChild Texas

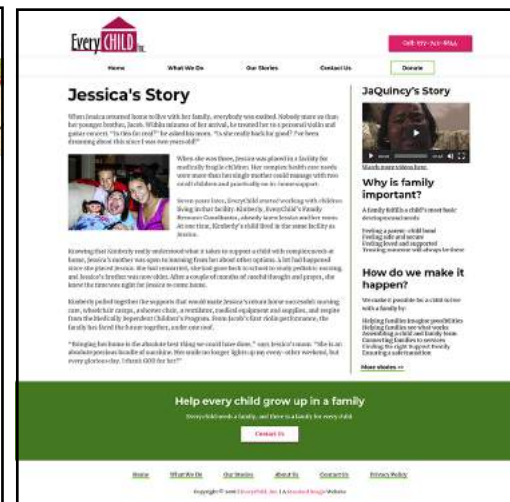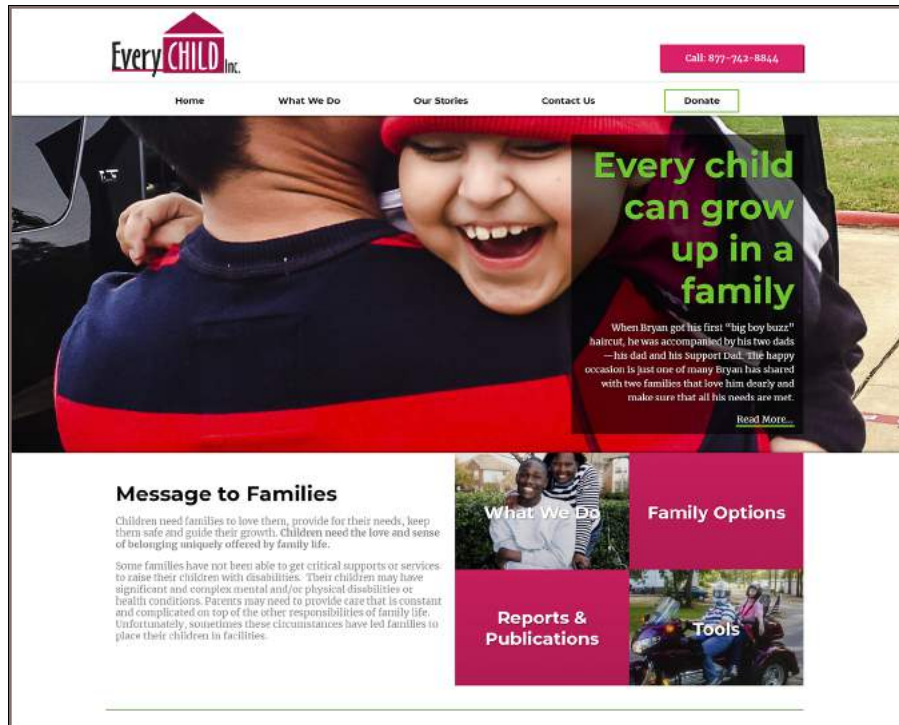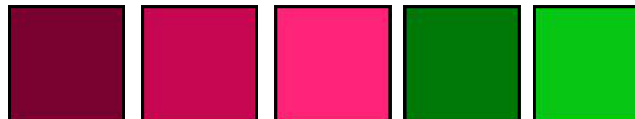Redesign for Texas non-profit to direct target audiences for help

 Design Work

EveryChild Texas wanted an online way to connect with families and carry out its mission of making sure every child grows up with a family instead of in an institution.

We worked with the non-profit to learn about its constituents and come up with a solution to direct them to volunteer or find help.

This was a custom design project, encompassing research, content assistance, UX design and visual design.

 Colors

Daniel's Austin

Design of growing Austin plumber's website in competitive market

 Design Work

Our first project with Daniel's Austin was a website redesign in 2018.
The website had an average bounce rate of over 95% and few users were converting into customers.
Our goal was to reduce the bounce rate and increase conversions with a streamlined design and consistent template structure with a visual look that fit into the existing brand.
Following our success on the website, we have continued to implement design improvements as well as design digital and print marketing campaigns.
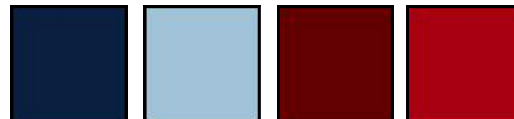
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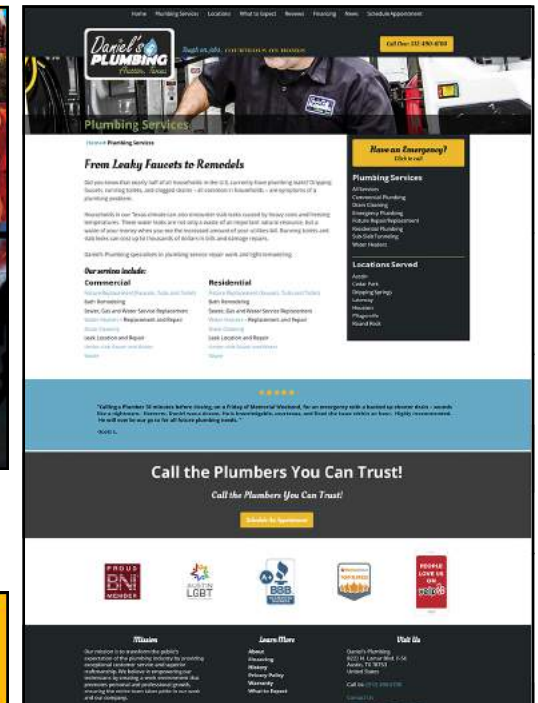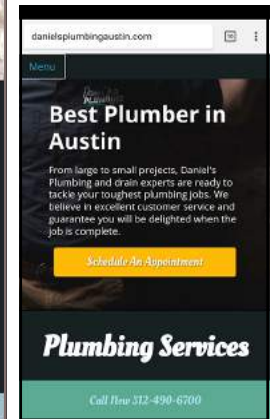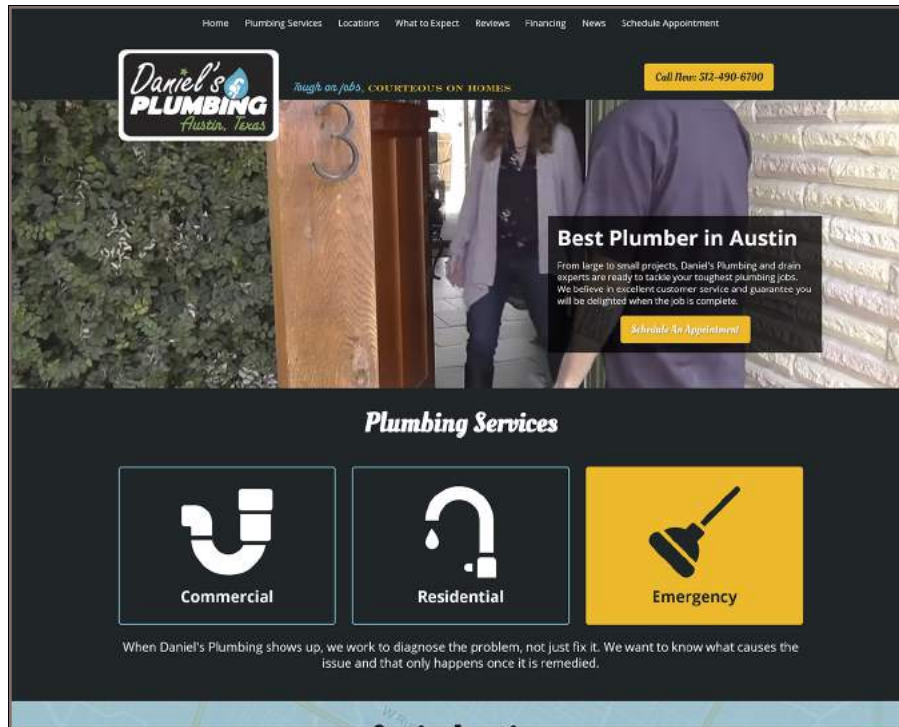
Rx Outreach

Redesign for organization that makes prescriptions affordable

⬤ Design Work

Rx Outreach's site was outdated and confusing. Not only were users having touble finding what they needed, but the phone calls the questions generated caused employees to lose productivity.

The redesign was focused on helping users find what they need online and reduce the amount of phone calls.

Design Tools:
-- User Research;
-- Style Tiles;
-- UX Wireframes;
-- Client Iteration Sessions.

⬤ **Colors**