

2500 Steven Street
Bethlehem, PA 18020

edgarbrowndesigns@gmail.com
201.923.9938
edgarbrowndesigns.com

Clients

Martindale Hubbell
LexisNexis
Lawyers.com
US Legal
Jacoby & Meyers
The Cochran Firm
Chavez Law Group
The Kennedy Law Firm
Rubenstein & Rynecki
Anthony J. Pope
Don Marcari (Few Good Men)
Law Offices of Alan L. Zegas
LeViness, Tolzman & Hamilton
Sidkoff, Pincus & Green
Alexander Cleaver
The Lundy Law Firm
Rocky McElhaney
Mastagni, Holstedt, Amick,
Miller & Johnsen
Rosner & Napierala, LLP
Banks & Jones
Arora LaScala
John Steiner
Robb & Robb
K.J. Petsas, PC

Creative Director, Art Director, Sr Web Designer, UX/UI Designer.

Excel at managing workflow, art directing outsourced teams, mentoring designers, escalation handling and delivering award-winning designs under tight deadlines

24+ Years of creative experience leading all phases of digital design and marketing

Creative Director for U.S. Legal and the Project lead on digital design campaigns for LexisNexis/Martindale Hubbell's elite law firm clients throughout the United States.

Focus on user experience, creative strategy, conversion, analytics, and designs that produce beautiful digital experiences

Core Competencies

- Creative Directing/Art Directing
- Project Management
- Workflow and Queue Management
- Mobile and Responsive Designs
- UX/User Experience Design
- Web Design and Development
- SEO/SEM Marketing
- UI/User Interface Design
- Brand Identity and Print Design
- Fine Art and Illustrations
- Typography/Layouts/Compositions
- Team Leadership and Motivation
- Client Relations & Retention
- Vendor/Agency Management

Professional Experience

US Legal– Summit, NJ

2013 to Present

Creative Director

Responsible for the re-branding of US Legal, US Legal Forms, and all of their National Law Firm Brands which include Jacoby & Meyers, The Cochran Firm, Chavez Law Group and the Kennedy Law Firm.

Specialize in the revitalization and digital transformation of existing businesses.

Designing all print, web and mobile projects, design UX/UI wireframes, information architecture and guidelines for web and mobile experiences.

Work directly with CEO, CTO, Vice President, Director of Marketing, and Sales Leaders.

LexisNexis – New Providence, NJ

2004 to 2013

Sr Web Designer/User Experience Designer/Project Lead

Accountable for \$10M workflow of a team of ten designers.

Project lead for elite law firm clients. Design custom website projects, design UX/UI wireframes, navigation, information architecture and UI guidelines for web and mobile experiences.

Oversee development of all projects, work closely with team including Sales Leaders, Project Manager, Content Strategist, Copywriters, SEM Specialist and Developers.

Handle escalations, manage outsourced team, manage the queue, assign designers, Art Direct Web Designers, Jr Designers and Pre-Flight Designers.



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Clients

Michael Strahan
Larsen Capital
Little Creek Lodge
Bob Long School of Self Defense
Savarese BJJ
CORE Center of Fitness
PicoTurbine
AW Meyer
Strike Zone Combat
Team End Game
Rehab Recordings
Universal Health & Wellness Center
VoteMaywood

Expert in Adobe Photoshop and Adobe Illustrator

Proficient in Dreamweaver, HTML5, CSS, CMS, XML, Wordpress and Microsoft Office.

- Project Management (Siebel, ATtask)
- Usability Evaluation, Use Cases/Personas
- Site/Application Structure (Site Maps)
- Mobile/Tablet UI and Responsive Designs
- Prototyping Low and High Fidelity (Adobe CS6, Illustrator CS6)
- HTML 5/CSS 3 Prototypes (Dreamweaver)
- Work with CMSs (WordPress)
- Visual Designer (Adobe Creative Suite CS6)

Relevant Experience

A&E CyberPublishers – Bethlehem, PA

1997 to Present

Creative Director/User Experienced Designer/ Project Manager

Family driven full-service design agency providing creative marketing solutions to clients across all types of industries. We help deliver ROI through SEM, SEO, usability and UI consulting, analytics and content development.

Project Manage Custom Website Projects, Manage Team of Designers, Content Strategist, SEO/SEM Specialist. Design Custom WordPress Websites, Design UX/UI Wireframes, Custom Mobile Designs, Responsive Design, Print Design and Identity Design. Fulfill SEM Campaigns both Local and National Campaigns, Social Media Marketing, Email Marketing, Ecommerce Designs.

EJB Creative Group – Bethlehem, PA

1990 to Present

President / Artist / Sports Fine Art Publisher

Fine artist and publisher of sports related art. Creating original paintings and limited edition prints and posters. Working with various mediums including oil and acrylic paint on canvas. Publish and distribute limited edition sports collectibles autographed by professional athletes. Working with state of the art large format printers and twelve color ink systems to produce superb fine art prints.

Awards and Achievements

- Outstanding Achievement 2013
- LexisNexis Mobile Innovator Award 2012
Selected to Design LexisNexis
- Executives Web Sites
- Art Published in Randy Couture's
Biography "Becoming the Natural"
- Published World Series fine art edition
signed by 19 of the New York Yankees
- Commemorative artist for the
Cadillac Hambletonian 94' 96'
- I Believe Art Gala. Raised \$14,000.00
for Adam Recke Foundation

