

Brandan Galloway

UX/UI Designer | Digital Experience & Conversion Strategy | Analytics
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UX/UI designer with 6 years of experience across agency and higher education, focused on conversion-driven digital experience, analytics, and design systems. My work centers on users and their goals, using research and behavioral data to guide design decisions.

UX/UI Designer — University of Rochester, Simon Business School | Rochester, NY |
Aug 2021 – Present

Digital strategy & analytics

- Own the school's GA4 account and use it to guide digital strategy, building exploration reports that show where users go, and where they convert.
- Benchmark the site against peer schools and prospect survey data to understand what users need, and translate those findings into design decisions.
- Set measurement baselines before launching changes and track them through each enrollment cycle, so the impact on engagement and conversion is measured.

Paid channel strategy

- Lead the web strategy for Simon's paid social and paid search, building conversion-focused landing pages designed around the intent of the users each campaign brings in.
- Structure paid pages as condensed, single-goal experiences distinct from the deeper organic pages, so users coming from an ad reach a clear next step.
- Track leads and performance across paid channels, adjust yearly against enrollment goals, and am expanding the approach to other schools across the university heading into 2027.

Web modernization & brand system

- Lead the web side of Simon's brand modernization, restructuring the site and updating its experience to align with the parent university's new identity.

- Build and maintain the school's Figma design system, a growing library of reusable tokens and components pulled from variable definitions and auto layout, connected to the live Drupal platform so design and build stay in sync.
- Ran an AI-assisted brand audit to surface inconsistencies, then built the token foundation and component library, and handled content governance to keep the brand consistent across the platform.

Information architecture & research

- Restructured the primary navigation around what prospective students prioritize, moving admissions and career outcomes up from where they had been buried inside program pages.
- Grounded the restructure in site analytics, peer benchmarking, and prospect research, moving forward where all three pointed the same way, and redirected content effort away from pages users weren't engaging with.
- Present wireframes, prototypes, and web strategy to the core stakeholders.

UX/UI Designer & Front-End Developer — WEBGIO Digital Agency | Oswego, NY |
Aug 2018 – Aug 2021

- Designed and built responsive client websites across industries from discovery through launch, applying user research and SEO while managing client relationships and delivery.

UX & Strategy: Information architecture, conversion optimization, content strategy, responsive design, usability testing, wireframing, prototyping, WCAG 2.1 AA accessibility, AI-assisted workflow.

Design & Systems: Figma (tokens, components, variants, auto layout), design system governance, developer handoff, Adobe Creative Suite, brand systems.

Analytics: Google Analytics 4, Siteimprove, A/B testing, conversion tracking.

Development & Tools: Drupal, WordPress, HTML, CSS, JavaScript, Git

M.A., Human-Computer Interaction (2016 – 2018)

State University of New York at Oswego

B.A., Psychology / Minor: Cognitive Science (2011 – 2015)

State University of New York at Oswego