PAXTON BREWER

Design is the expression of a solution to a problem.

Twenty years of professional experience inform this design philosophy. User-experience, UI design, graphic design, web development... it's all design to me. I approach a design problem holistically, and rely on my well-rounded skill set as well as collaboration and good communication to arrive at solutions that serve the user and the business objectives.

DESIGN SKILLS

User-Experience
Branding
Advertising
Editorial
eCommerce
Wireframes and prototypes
Responsive

DEVELOPER SKILLS

HTML / CSS / Javascript
jQuery / Backbone
Bootstrap
Drupal / WordPress
XML / AJAX
Actionscript
Semantic and hand-written

EDUCATION

UC Berkeley Extension / Haas
School of Business - 2014
Berkeley Leadership Accelerator

San Francisco State University - 1998
Bachelor of Arts in Conceptual and
Information Design

Academy of Art College - 1995
Design Fundamentals program

CAREER HIGHLIGHTS

UC Berkeley Extension - UX Designer and Developer - 10/14 to Present
I lead the design, user-experience and development for all of UC Berkeley Extension's online marketing properties. I manage a web developer, and am a primary stakeholder in Extension's management team. In collaboration with the management team, I am leading the redesign of the website and online channels from a user-first perspective.

14yMedio - Product Designer and Developer - 09/15 to Present
14yMedio is the first independant media outlet in Cuba in over 50 years. In collaboration with their team of journalists, I am designing and developing a mobile application to give the people of Cuba free access to ideas and information. The application will circumvent government censorship, and enable offline, phone-to-phone sharing of content. The application will be released in Q2 of 2016.

West Marine - Mobile UX Architect - 09/13 to 04/15
I led the mobile side of the WestMarine.com redesign. I led every step of the design process: stategy, wireframing, design, prototyping and final coding. I also conceived of, designed and developed West Marine's responsive email strategy.

Amazon.com - Senior Designer and Developer (contract) - 04/12 to 12/12
Working in an agency setting, I rapidly designed and development rich-media and mobile advertising for the Amazon Media Group. I identified ways that workflow could be improved, and worked with key stakeholders to create production templates for other designers.

Surfline - Design Director / Freelance Designer - 01/02 to present
I was directly involved with every visual element of the Surfline brand, forecasting and editorial voice. Collaborating with a team of content creators and developers, and managing an editorial web developer, I designed and developed all of Surfline's CMS driven rich media applications. Working in a daily production environment, I designed or art directed all editorial content.

Vans Triple Crown of Surfing - Da Web Guy - 08/01 to 12/06
I designed, built and maintained a high-traffic, live-event and e-commerce website. I hired and managed two employees and a team of content providers.

Quokka Sports - Designer - 09/98 to 02/00
Working with a small team of designers and production staff, I conceptualized, built, and maintained the official site for the America's Cup 2000 Yacht Race.

WWW.EATPLASTICWATER.COM · EATPLASTICWATER@GMAIL.COM · 831-325-8659

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"He is by far the best Web Developer I have worked with during my career. His positive, can-do attitude rubs off on everyone that he works with. No problem is to complex for him to tackle and he handles everything thrown at him with professionalism and grace."

February 5 , 2016
Leilani Taziri, Production Manager at UC Berkeley Extension

"He impressed me daily with his talent, enthusiasm and ability to handle difficult client situations with ease. He takes ownership of his projects, seeks creative solutions to problems and welcomes opportunities to learn new skills."

April 29 , 2015
Erin Hanson, Communications Manager at UC Berkeley Extension

"Paxton is undoubtedly one of the best UX Designers I have worked with. He is very driven and passionate about transforming anything and everything that affects consumer interactions. Absolutely a great team player to work with. "

October 28, 2014
Mansi Fadnavis, Mobile Marketing at West Marine

"Paxton is routinely recommended for thorny projects, because he can calmly lead a team through a reasonable solution. And if his team happens to be distributed across several departments with multiple stakeholders, Paxton is also very capable of puzzling through his portion of the problem, and then seeking that extended input to reach a conclusion."

July 19, 2012
Louise Wainwright, Sr Creative Producer at Amazon

"Paxton has taken on any project we have needed him for, and with excellent skill, and clear & consistent communication, he has exceeded our expectations. He has also been quick to learn new technologies according to what the project has been, and has become invaluable to us."

August 9, 2011
Heather Gorman Bowden, Marketing Manager at Skype.com

"Paxton is a rare find. He's not only an excellent creative / graphic designer, but he also has a unique blend of technical chops that makes him a very valuable partner. He is an excellent communicator, delivers consistently on-time, and is always helpful in the actual execution and delivery of the creative concept...rather than leaving it for others to figure out."

October 17, 2010
Dan Burkhart, CEO & Co-Founder of Recurly, Inc.

"Absolutely a great team player."

- Mansi Fadnavis,
Mobile Marketing at
West Marine

"He has exceeded our expectations... and has become invaluable to us."

- Heather Gorman Bowden,
Marketing Manager at
Skype.com

"He'll get you there, and... you'll look good upon arrival."

- Dan Burkhart,
CEO & Co-Founder of Recurly