

# Selena Brown

## WEB & DIGITAL EXPERIENCE DESIGNER

Nashville, TN → Annapolis, MD | [selenabdesigns.com](https://selenabdesigns.com) | selenabdesigns@gmail.com | 321-431-5866

Digital Experience Designer with 3 years of experience in web design, UX strategy, and development. I combine creative problem-solving with technical expertise to build beautiful, functional websites that communicate clearly and serve real business goals. I enjoy the full digital creation process, from brand storytelling and visual design to troubleshooting and performance optimization.

## EXPERIENCE

### Muse Modern Marketing Clarksville, TN

#### Lead Web & Digital Experience Designer Mar–Oct 2026

- Established the agency's first dedicated web design function, developing workflows for discovery, proposals, UX/UI design, development, QA, and launch.
- Led end-to-end website projects, translating complex client requirements into clear information architecture, intuitive user journeys, responsive interfaces, and fully developed websites.
- Secured client engagements through discovery, strategic recommendations, and proposal presentations; managed project scope, budgets, communication, and delivery.
- Provided creative and technical direction to contributing designers, delegating work, reviewing deliverables, and coordinating project timelines.

### Freelance Web Designer Nashville, TN 2023–2025

- Designed and developed custom websites for small businesses, creative professionals, and service providers, including financial advisory, interior design, and fine arts clients.
- Led client discovery to identify brand positioning, audience needs, business priorities, and primary conversion goals, translating findings into clear content strategies and intuitive website structures.
- Managed independent client relationships and website projects from initial consultation through design, development, revisions, and delivery.

### Artifact Editorial Magazine New College Franklin

#### Founder & Design Lead 2022–2025

- Founded an arts publication and directed seven issues, overseeing typography, layouts, and design details while mentoring a 12-member team. Handed leadership to students and continue to advise on design.

## DESIGN & BUILD

UX & visual design | Information architecture, wireframing, prototyping, usability testing, responsive design, editorial design, accessibility, Figma, Miro, Adobe Creative Cloud, Canva

Web & content | WordPress, Elementor, Divi (etc), Duda/Wix, Squarespace, HTML, CSS, basic JavaScript, copywriting, on-page SEO, CMS maintenance, WCAG 2.2 AAA accessibility, site performance health maintenance

## EDUCATION

New College Franklin / Bachelor of Liberal Arts, Philosophy and Art

Springboard / UX design training; 750+ hours of projects, coaching, and coursework

