


# Branson V. Small


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## Work Experience

### IBM, United States of America

February 2017 – Present

*Managing Consultant | Senior Consultant | Business Transformation Consultant*

- Facilitate on-site and virtual meetings with client subject matter experts utilizing user centric design principles resulting in the design of interactive wireframes, flow diagrams, low/high fidelity prototypes, and product components.
- Manage aspects of video production including storyboarding, scripting, editing, and rendering for client training, internal strategic efforts, and bid and proposal (B&P) activities.
- Functional lead within the HR Link functional team responsible for product design for the following implementations: VA Manpower Implementation (\$2.8M implementation effort), Inflight Modernization (297k IBM program investment), PCR186 (35k CR implementation), PCR156 (10k CR implementation), etc.
- Participate in B&P and offering development by designing graphics, brochures, and infographics, resulting in new contracts or potential re-competes totaling over \$25 Million.
- Using Oracle Peoplesoft, successfully implemented the first Public HR Shared Service Divestiture to Private Provider servicing 21,000 users among four government agencies (GSA, NCUA, OPM, and RRB).
- Provide career and design mentorship for Bands 6-7. Mentor new hires through IBM peer buddy program to instill professional development.

### Small Squared Designs, York, PA

October 2012 – February 2017

*Co-Owner - Designer*

- Designed web sites by planning and executing design; designing functionality.
- Designed screen print patterns, prepared screen printing stencils, troubleshooted technological problems and maintained screen printing equipment.
- Communicated with customers daily; aiding them with payment processes.
- Organized and maintained inventory, financial reports, and other necessary information.

### Deloitte Consulting LLP, Camp Hill, PA

May 2016 – August 2016

*Summer Engineer*

- Drafted and documented test scenarios before system integration and deployment.
- Performed daily tests on dashboard system to document functional and non-functional errors.
- Archived and audited client deliverables for over 30 projects containing over 1000 employees.

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## Education

The Pennsylvania State University

December 2016

Bachelor of Science in Business

GPA: 3.77

Bachelor of Science in Information Sciences and Technology (IST)

GPA: 3.77

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## Skills & Competencies

Design: Adobe Suite (XD, Photoshop, Illustrator, InDesign), Sketch, inVision, Balsamiq, Axure, SAP Build, Gimp

Video: Adobe Suite (After Effects, Premiere, Rush), Sony Vegas, OBS Studio, Camtasia, Final Cut Pro

Development: HTML, CSS, Javascript

Project Management: Microsoft Office (Word, PowerPoint, Excel, Project), HPE ALM, HPE UFT, Slack

Language: English, Basic knowledge of reading/writing Spanish

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## Honors & Certifications

Active Top Secret Security Clearance

IBM, IBM Design Thinking Practitioner

SAP DemoJam, 2nd Place Finalist

Salesforce, Platform Developer I

Boy Scouts of America, Eagle Scout

IBM, IBM Blockchain Essentials