

# BRANDON E.B. WARD

LEADER • EXPERIENCE DESIGNER • SPEAKER

uxd.me/portfolio • brandon@uxd.me

- 18 years designing experiences, leading, speaking, writing, directing, creating and developing unique, award-winning, and usable software and websites.
- Build and direct teams that get stuff done. Proven mentor, team-builder, product-shipper, problem-solver.
- Experienced user-researcher from ad-hoc to formal. Organize and run usability tests and demos.
- Create everything from wireframes, templates and rapid prototypes, to shippable code using the most appropriate and modern tools.
- Strong understanding of user-centered design principles, user-experience design, usability, style guides, service design, and design thinking.
- Care passionately about typography, layout, graphic, and icon design.
- Master's degree in Media Design and Production and 3 Bachelor degrees in Music and Theatre.
- Public speaker, Teacher, Singer, Actor, Kung Fu Fighter

## MAD SKILLS

<b>LEADERSHIP</b>	Team-building, mentoring, Agile, Scrum, Speaking
<b>DESIGN</b>	UX/UI/Service, Web, Sound, Instructional
<b>PRODUCTION</b>	Software, Web, Graphic, Audio, Video, Music
<b>TOOLS</b>	Sketch, InVision, Adobe Creative Suite, OmniGraffle, HTML5, JS, CSS3, UML, OOP, GIT, SVN, Continuous Build Integration, Jira, Foundation, Bootstrap
<b>LANGUAGES</b>	Cebuano, Ilonggo, Tagalog (fluent), Spanish, Japanese, French, German (beginner)

## WICKED EXPERIENCE

**PRECOCITY** – Director of User Experience 2016 - Present

I lead the UX efforts both internally and as a consultant. I work closely with the executive team to define Precocity's UX practice, methods, tools, and ethos. As a consultant I executed these philosophies and practices for a variety of clients, from research and testing, to UX/UI design, to video production. I also work closely with HR for interviewing, hiring, and mentoring the design team. I also coordinate with the heads of the Data Science and Engineering departments to align our visions to ensure a cohesive, comprehensive consulting offering.

- Worked closely with VP of Growth & Creative to attract, pitch, and land new business, write proposals and statements of work
- Authored and designed Precocity's branded design process IDEA
- Authored, designed, and built Precocity's branded re-design process and tool EVO
- Designed, lead, and executed Toyota's first usability research initiatives across their in-car and mobile software experiences.
- Represented Precocity at various conferences, networking, building new client relationships
- Consulted at small, medium, and Fortune 10 clients – Research, Information Architecture, UX/UI/Graphic Design, Rapid Prototyping, Usability Testing, Design Studio Planning & Brainstorming

**IMPROVING ENTERPRISES** – Senior Experience Designer

2013 - 2015

As a consultant for Improving Enterprises I represented Improving's UX and Design interests for selected clients. I worked both on-site and remotely with clients, investigating their current and future products and services, conducted user research and usability tests and designed wireframes, prototypes and mockups based on that research. I reported to C-Level executives at the clients, with weekly presentations to CEOs and product owners.

- Conducted user research and usability tests for both new and redesigned projects
- Worked closely with product ownership and development to ensure quality and correct results
- Lead and attended tool and process training
- Spoke at industry conferences
- Hosted user groups and meetings on behalf of Improving Enterprises
- Major point of contact between client executives and Improving Enterprises

**STUDIOGOOD** – Director of UX/UI

2013

Brought on to help lead the company in a shift from social to digital agency, and establish user experience as a core practice. Along with the leads for development and account management, I lead the development and implementation of a new responsive workflow process to build in efficiencies while producing responsive websites, microsites and Facebook tabs.

- Served as coordinator between design and development teams, ensuring team parity during the lifetime of the project.
- Designed social graphics, posts and media for major brands.
- Designed responsive web sites, Facebook Tabs and microsites (wireframe, UI, layout, graphics, icons)
- Lead brainstorming sessions for idea generation for client pitches, social and marketing strategies
- Established regular brown-bag meetings where members of the team could share new ideas and skills with the rest of the company
- Built and established usage of a company Wiki, taught teams how to use it
- Helped establish a new responsive, agile design/development process for producing responsive websites.
- Interviewed and counseled with every person in the company as to what was wrong and how we could fix it - began instituting changes to help with major issues.

**TRIGEO / SOLARWINDS** – Director of UX/UI, Lead/Senior Developer

2009 - 2013

I lead the front-end team in the design and implementation of all features and fixes. As TriGeo, I designed and helped completely redesign and launch our most successful product release ever (from UX to icons, to GUI, to packaging) leading to a record year for the company and a key factor in the company's acquisition in 2011 by SolarWinds for \$35 Million.

- Interviewed, built, and lead a new UX/UI Team of 6 developers and designers (Agile, Scrum)
- Designed and developed interaction flow, icons, color schemes and palettes, dynamic dashboards, custom search and query interfaces, reporting tools, labels, packaging, marketing materials and more.
- Quickly rebranded and updated product for release just 1 month after acquisition
- Wrote many custom components, established coding best practices and standards.

**BRAINBOX ENTERTAINMENT** – Senior Designer & Flex Developer

2008 - 2009

As a consultant, Brainbox contracted me to bridge the gap between design and development for a new online customer-facing sporting platform (kronum.com). I provided valuable input on project scope, communication, art preparation, skinning, themes and more.

- o Educated the design team on file preparation and layout to streamline and optimize deliverables
- o Recruited and trained additional talent to augment the team.
- o Built a robust and powerful avatar customization engine, including working with the back-end developers to create the necessary data structures and VOs.
- o Designed and built numerous custom controls, components and widgets.

**NONLINEAR MEDIA, LLC** – Founder / Rich Media Designer & Developer 2000 – Present

I founded this independent interactive multimedia production company where I design and develop websites and RIAs. I contribute as Senior UX/UI Designer, Developer and Art Director. I also compose and arrange music and sound for games, interactive media, theater, television and video. Additionally, I record and engineer audition and demo CDs for local and international talent, and shoot and edit video. Some highlights include:

- o Consulted, developed, and designed on East and West coasts, and Asia in Senior Flex and UX/UI Design positions.
- o Designed and built a popular Twitter application using Flex 4 for iOS and Android tablets, and desktops.
- o Aggressively built network of contacts within video game industry by attending trade shows. Secured several contracts despite competition from more established production studios.
- o Composed all music and designed all sound effects for the SolidWorks' Cosmic Blobs.
- o Rescued implementation of audio within Cosmic Blobs by assuming responsibility and quickly ramping up on FMod.
- o Served as Audio Lead on multiple independent game titles creating music and sound effects. Managed the recording of game dialogue in multiple languages.

**DELVE NETWORKS** – Senior UX & UI Designer 2008

Hired as UX/UI Designer for the front and back-end applications of this revolutionary startup. Quickly learned new development tech to take on additional development roles to augment the team.

- o Wireframes, prototypes, and final art for front-end media player, TroopTube website and others; utilized AS3 drawing API to draw UI dynamically at runtime.
- o Developed personæ, use-cases, workflow diagrams, mind-maps, and other research tools to investigate and design the Analytics portion of the back-end tool.
- o Used research and documents to wireframe and create final art for Analytics portion of back-end tool.
- o Leveraged AS and development skills by creating a bridge between contracted designer and development by researching and establishing methods for UI Theme development, integration, and implementation.

**EPORIA** – UX Designer, Senior Flash Developer 2007

Initially slated to merely continue development for existing Flash application, quickly transformed role into Lead UX/UI designer and developer for striking new multi-media projects. Injected energy into, and revitalized morale in production department.

- o Identified and fixed over 80 bugs in existing application within first few months.
- o Developed new RIAs that brought a new vision to Eporia's offerings.
- o Designed and implemented sleek new UI for Eporia's namesake product.
- o Designed UIs, OOP models and Design Patterns for RIAs and developed said RIAs.
- o Creatively applied new and existing prototypes and classes to create efficient and reusable technologies.

**MEDIAPRO** – Development Coordinator, UI Designer/Developer 2005 – 2007

Contracted as Flash developer, quickly brought into multiple projects for graphic design, video and audio consultation, and voice-over talent. Soon advanced to full-time development coordinator. Trained 2 new developers and oversaw their progress. Highly sought-after designer/developer for internal projects for clients like American Express, TAP Pharmaceuticals and Microsoft. Highlights include:

- Voted Star Employee for exceptional contributions by company-wide vote, 4<sup>th</sup> Quarter, 2005
- Easily ramped up on in-house procedures and practices then recruited and trained new hires.
- Salvaged audio for TAP Pharmaceuticals pilot project.
- Oversaw development of 4-hour interactive project including interactive full-motion composited green-screen video, interactive conversations and activities. Oversaw quality and progress of 5 additional developers.
- Advanced to audio/visual/design consultant role for multiple projects.

**PREPRESS TRAINING SOLUTION** – Director of Production 2000 – 2005

Brought on to write, produce, record and edit their online interactive training program for CD and Web delivery. Recorded all audio used for training. Composed original music and created graphics for trade show videos. Became subject matter expert in Adobe CS applications for press.

- Recruited, built up and trained the design, and production teams
- Saved time and money while vastly improving audio quality by handling all recording, engineering, directing and performance of voice-overs, music and sound effects for interactive training programs.
- Took over CTO's responsibilities, increasing production and consistently boosting annual revenue. Increased income 63% over previous year in 2004.
- Successfully streamlined training and testing to make programs more efficient.
- Developed interactive training program that won 2 prestigious awards and earned the company a listing in the "Top 25 Companies to Watch" by World Leaders In Print, published by Reed Business Information.

## ILLUMINATING EDUCATION

### **Master of Science in Interactive Media**

Indiana University, Bloomington // 2004

Taught Video Production and Non-linear Video Editing 101

### **B.A., multiple degrees in Vocal Performance, Music Theory and Composition and Theatre**

Dean's List, Cum Laude

College of Idaho, Caldwell // 2000