

# BRANDON E.B. WARD

LEADER • EXPERIENCE DESIGNER • SPEAKER

uxd.me/portfolio • brandonebward@gmail.com

I keep humans happy by managing complexity for them. I seek executive design leadership opportunities where the people using the product are at the heart of the business.

I've spent 18 years designing experiences, leading, speaking, teaching, writing, directing; creating and developing unique, award-winning, and usable software, mobile apps, websites, and AR/VR experiences.

I hold a master's degree in Interactive Media Design and 3 Bachelor degrees in Music and Theatre.

My hobbies include attending industry events and meetups, singing, acting, restoring classic cars, and training traditional Kung Fu.

## MAD SKILLS

<b>LEADERSHIP</b>	Team-building, Mentoring, Management, Product, Scrum, Speaking, Teaching
<b>DESIGN</b>	UX/UI/Service, Web, Sound, Instructional, Graphic, Product
<b>PRODUCTION</b>	Software, Web, Mobile, Graphic, Audio, Video
<b>LANGUAGES</b>	English, Cebuano, Hiligaynon, Tagalog (fluent)

## 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, ethos, and culture. As a consultant I executed these philosophies and practices for a variety of clients, from research and testing, to UX/UI design, to audio and video production. Part of the team sourcing, interviewing, hiring, consultants and C/V-level executives, as well as mentoring the design team. I coordinate with the heads of the Data Science and Engineering departments to align our visions to ensure a cohesive, comprehensive, data-driven design offering.

- Designed, lead, and executed Toyota's first usability research initiatives across their in-car and mobile software experiences, helping change how Toyota approaches software projects globally
- Worked closely with executive team 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
- 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, Workshops

**IMPROVING ENTERPRISES** – Senior Experience Designer

2013 - 2015

As a senior consultant for Improving Enterprises I represented Improving's UX and Design interests for select clients. I worked both on-site and remotely with them, investigating their current and future products and services. I conducted user research and usability tests and designed wireframes, prototypes, and mockups based on that research. I worked closely with leadership across all teams, including the C-suite, both client-side and within Improving.

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

**STUDIOGOOD** – Director of UX/UI

2013

Lead the company in a shift from social to digital agency and establish user experience as a core practice. Along with the leads from 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. Some projects required concept-to-execution turnaround in as little as 5 days.

- Helped establish a new responsive, agile design/development process for producing responsive websites.
- Lead brainstorming sessions for idea generation for client pitches, social and marketing strategies
- Interviewed and counseled with every person in the company as to what was wrong and how we could fix it - instituted changes to help with major issues, and morale.
- Coordinator for 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)
- 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 central company Wiki, taught teams how to use it

**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, including front-end development. As TriGeo, I 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.

- Hired, built, and lead a new UX/UI Team of 6 developers and designers
- 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.
- Oversaw 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

Contracted to bridge the gap between design and development for a new online customer-facing sporting platform (kronum.com). Helped lead the project in terms of development, scope, communication, art preparation, skinning, themes and more.

**DELVE NETWORKS** – Senior UX & UI Designer 2008  
 UX/UI Designer for the front and back-end applications of this startup focused on video search. Quickly learned new skills to take on additional design implementation development roles to augment the team.

**EPORIA** – Senior UX Designer, Senior Flash Developer 2007  
 Hired to maintain an existing Flash application, transformed role into Lead UX/UI designer/developer for ground-breaking multi-media projects. Injected energy into, and revitalized morale in production department.

**MEDIAPRO** – Development Coordinator, UI Designer/Developer 2005 – 2007  
 Contracted as Flash developer, quickly brought on full-time to 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 and Microsoft.

**PREPRESS TRAINING SOLUTION** – Director of Production & Design 2000 – 2005  
 Instructional Designer and Director of Production. I Wrote, produced, recorded, and edited online interactive training for CD and Online delivery. I composed music and created graphics for trade show videos. I was subject matter expert, trainer, and author for Adobe CS applications.

## TANTALIZING TALKS

**Ethics Ex Machina: Designing the Future With a Conscience**

2018, Big Design Conference

2015, Big Design Conference

2018, Service Design Dallas

**UX As A Service: 5 Strategies to Elevate Design Thinking in Your Organization**

2014, Big Design Conference

2014, CA Technologies

2014, Thompson Reuters EDGE Tech Conference

**Designing a Great Experience: The ROI of UX**

2016, Dallas Startup Week

2017, Thompson Reuters FED Meetup

2018, Agile Product Owners Meetup

2018, Deloitte University

**In Case of Emergency, Break Taboo**

2017, Creative Mornings Dallas

2017, Big Design Conference

2017, UXPA Boston Conference

**The Triforce of UX: How to Hire a Great UX Designer**

2016, Dallas Startup Week

**Service Design: Your Next Career Move**

**Project Operation: Improving complex systems w/out killing the patient**

2016, Big Design Conference

## 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