

DEREK GULBRANSON

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PORTFOLIO

derekgulbranson.com

SENIOR UI/UX PRODUCT DESIGNER

A unique mix of UX design and software development expertise from 15+ years hands-on experience designing and building user-centered web and mobile products from the ground up, shipping them to users, and learning from the results.

LEAD PRODUCT DESIGNER

CookBrite, Inc.

October 2014 - April 2016

Led user research and product feature iteration for an early stage start-up working to find market fit for a cooking app (Android and iOS) that could scan your grocery receipt, identify the ingredients you bought and then present recipes you could make with those ingredients.

- Transformed the product and business strategy for the company's mobile app using research to provide crucial insights that altered the company's course and highlighted unexplored demand for their existing receipt OCR technology.
- Integrated an iterative, research-led design process into an existing agile workflow by creating and testing prototypes and mockups prior to the development sprint.
- Collaborated with front-end engineering to establish a consistent language for design styles and patterns, culminating in a simple yet comprehensive style guide which ensured consistent visual design across both mobile and web.
- Designed key mobile app interfaces and experiences for Android and iOS from concept to delivered product.
- Planned and implemented remote user research, capturing participant's mobile device screens and well as facial expressions and context. Implemented supporting prototypes using Justinmind, Invision, and HTML/CSS/JS.

PRINCIPAL

Derek Gulbranson Consulting

May 2013 - September 2014

Based in Cairo, Egypt, worked remotely with Bay Area start-ups while studying Arabic and exploring Middle-eastern culture. Conducted remote user research, designed web application and e-commerce interfaces and online marketing collateral. Clients included Breathometer, The Orange Chef, and Pacific Arabic.

DIRECTOR OF USER EXPERIENCE

HubPages.com

May 2012 - March 2013

Primary responsibility for assessing and improving satisfaction with HubPages, one of the top 50 most-visited sites in the US, and its vibrant community of over 50k published authors and over 30 million monthly visitors.

- Successfully implemented on-going satisfaction metrics and completed the company's first A/B test of a new feature using quantitative metrics.
- Designed and implemented research projects to help the team re-connect and empathize with the needs and goals of their online community using focus groups, Skype and in-person interviews, and surveys.
- Designed user experience and interface components for visitor-sourced judging input to machine-based classifier system to identify and highlight quality content.
- Modernized and simplified key content creation interfaces, inflecting the interface to help aspiring writers generate quality, SEO-generating content.

SR. USER INTERFACE DESIGNER

PlumDistrict.com

March 2011 - May 2012

Overall responsibility for the brand and customer-facing product features and interfaces for a flash sales/daily deals site focused on moms and supported by a 200-person national-wide mom-based sales force.

- Successfully identified, designed and delivered a feature to support multiple line items on deals, resulting in >50% increase sales of low priced items when higher priced items were also offered.
- Participated in an agency-led rebranding and brand exploration focus groups with moms around the U.S.
- Oversaw implementation of the new brand across all brand touchpoints including multiple web properties, email, sales material, event and print collateral.
- Designed web (mobile & desktop) e-commerce and sales support experiences.



LEAD UX DESIGNER & DEVELOPER**Mingle.com**

October 2009 - January 2011

Utilized design and Python web development expertise to build a 5-person team and lead them through the creation of an online dating site.

- Designed and built complete online dating site from scratch, including profile creation, on-boarding, faceted profile search and landing page optimization. Coded in Python, Django, HTML/SCSS/CSS/JS.
- Conducted competitive research and customer interviews to develop solutions to key problems in the current online dating experiences.

LEAD DESIGNER & DEVELOPER**ReplyForAll.com**

May 2008 - October 2009

At ReplyForAll, we charted unknown territory by creating customized personal email signatures that featured ads whose proceeds supported a charitable cause. Users could choose from several charitable causes and designs.

- Reorganized sign-up funnel around the psychological principle of loss avoidance, increasing conversion >200% after iterative optimization.
- Redesigned the key email signature creation interface. Turned an arduous, form-based process into a visually interactive creation experience, significantly increasing sign-up conversion rate.
- Built and led a small team of 3 freelance developers in creation of website and browser add-ons for Firefox, Internet Explorer and MS Outlook.
- Rebuilt the initial PHP prototype in Python Django, implemented front-end (HTML, CSS, JS), back-end (Python/Django), and ad server integration (OpenX).

FREELANCE DESIGNER & DEVELOPER

2003 - 2008

Working with enterprise clients, designed intranets and internal business applications that touched the daily experiences of over 10,000 employees in over 60 countries. Clients included: DLA Piper, Heller Ehrman, Orrick Herrington & Sutcliffe, Howard Rice, Sequoia Retail Systems, BitSpark Consulting.

- Conceived, designed and implemented a financially successful B2B software product providing a diverse group of enterprise clients with a centrally managed solution for deploying and updating company-wide, branded email signatures.
- Conducted research and designed interfaces for web-based business applications.
- Provided usability & UX analysis of existing interfaces, produced wireframes and specifications for new interfaces.
- Designed web-based inventory management and exchange marketplace for university bookstores.
- Designed and produced print and online collateral including brand standards documentation, email templates, event collateral, and global advertising campaigns.

AIRCRAFT INTERIOR DESIGNER**The Jet Center, Santa Barbara, CA**
1998 - 2003

The Jet Center built interiors for private jets, focused on the Boeing Business Jet (737-BBJ). I started in Springfield, IL and then relocated to setup and manage the design services for GE's new completion center in Santa Barbara, CA.

- Managed all design communication between the client's design representative and multiple internal disciplines.
- Worked with client designers and suppliers of high-end materials and components to adapt existing components and concepts to aircraft regulations.
- Produced detailed design specifications, complete CAD drawing package and color & material specifications.
- Regularly visited component production facilities to provide design oversight and acceptance.
- Produced 3D renderings of customer interiors, producing all textures and shaders from actual proposed finishes.

EDUCATION**University of Illinois** Urbana/Champaign, IL BFA — Photography**University of Wolverhampton** Wolverhampton, England — Study Abroad Program