

DEREK GULBRANSON

SENIOR UX PRODUCT DESIGNER

San Francisco Bay Area
415.608.3030 • derek73@gmail.com

Portfolio: <http://derekgulbranson.com>
<https://www.linkedin.com/in/derekgulbranson/>

Creative and insightful UX leader and designer with 15+ years of experience designing web and mobile products. Able to use extensive hands-on experience to develop and create implementable designs and communicate design priorities to developers during implementation. Utilize design thinking principles and research to align designs with the overall business goals and market strategies.

Natural aptitude for thinking from the user's perspective honed through extensive user testing experience, able to apply research and data to influence products and deliver a compelling customer experience. A passion for good design, able to create inspired user experiences in a fast-paced and agile environment while leading teams or as part of a team. Offering exceptional collaborative skills, attention to detail, and the ability to perform under pressure.

Creative Toolkit: Prototyping • Web & Desktop Applications • Agile Development • Mockups • Wireframes
User Research • User Interface Design • Interaction & Graphic Design • User Stories • Human-Computer Interaction
Project Management • Usability Studies • Product Design • User Experience Design • Print Production

Design Software: Sketch, InVision, Adobe Creative Suite, Axure, Proto.io, JavaScript, Python, HTML/CSS/JS

CAREER NARRATIVE

Lithium Technologies (10/2016 to 4/2018)

LEAD PRODUCT DESIGNER, Community Product

Owned, designed, and shipped platform-level features and experiences used by the world's top brands to connect and engage with their customers.

- Led product discovery and ideation process for support-focused community experiences using customer and SME interviews, white-boarding and card-sorting sessions, customer advisory boards, beta programs, team and executive presentations.
- Simultaneously supported the work of 3 agile engineering teams, identifying, championing, and resolving user experience issues during implementation to ensure the quality of the final product.
- Designed and shipped Lithium's iOS SDK and sample app to enable B2B customers to integrate communities into their own branded mobile app experiences.
- Successfully influenced product roadmap by collecting, presenting, and articulating critically insightful customer stories and feedback.

CookBrite Inc. (10/2014 to 4/2016)

LEAD PRODUCT DESIGNER

Led user research and product feature iteration for this early stage start-up creating a cooking app (Android and iOS) that scanned grocery receipt, identifying the ingredients purchased and then presents recipes using ingredients from receipt.

- 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 the unexplored demand for the existing receipt OCR technology.
- Integrated an iterative, research-led design process into an existing agile workflow by creating and testing prototypes and mockups before 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 interfaced and experiences for Android and iOS from concept to product delivery.
- Planned and implemented remote user research using lookback.io, capturing participant's mobile device screens and facial expressions and context. Deployed supporting prototypes using Justinmind, InVision, and HTML/CSS/JS.

Cisco (9/2016 to 11/2016)

UX DESIGNER

Stepped in to assist Cisco Customer Experience (CX) group with the design and implementation of a customer listening program which included emails, surveys, and analytics.

Derek Gulbranson Consulting (5/2013 to 9/2014)

PRINCIPAL • Remote

Located in Cairo, Egypt, worked remotely with Bay Area start-ups while studying Arabic and exploring the Middle-eastern culture.

- Conducted remote user research; designed web application, e-commerce interfaces, and online marketing collateral.
- Clients included Breathometer, The Orange Chef, and Pacific Arabic.

HubPages.com (5/2012 to 3/2013)

DIRECTOR of USER EXPERIENCE

Brought onboard to assess and improve user satisfaction with HubPages, one of the top 50 most-visited sites in the United States, boasting a vibrant community of 50K+ published authors and 30M+ 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 launched a research project to help the team reconnect and emphasize with the needs and goals of the online community using focus groups, Skype, and 1:1 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.

PlumDistrict.com (3/2011 to 5/2012)

SENIOR USER INTERFACE DESIGNER

Led the development of the brand and customer-facing product features and interfaces for a flash sales/daily deals site that focused on moms and supported a 200-person nation-wide mom-based sales team.

- Identified, designed, and delivered a feature to support multiple line items on deals, capturing a 50%+ sales increase on low priced items against higher priced items offered.
- Participated in an agency-led rebranding and brand exploration focus group with moms from around the United States.
- Oversaw the implementation of the new brand across all brand touchpoints including multiple web properties, email, sales material, and event and print collateral.
- Designed mobile and desktop web e-commerce and sales support experiences.

Mingle.com (10/2009 to 1/2011)

LEAD UX DESIGNER & DEVELOPER

Applied design and Python web development expertise to build a team of 5 and lead the creation of an online dating site.

- Designed and built an online dating site from the ground up, including profile creation, on-boarding, faceted profile search and landing page optimization. Coded in Python, Django, and HTML/SCSS/CSS/JS.

EARLY CAREER

ReplyForAll.com, Lead Designer & Developer

Email Signature Tool LLC, Software Start-Up Founder

Freelance, Designer & Developer

The Jet Center, Aircraft Interior Designer

EDUCATION

Bachelor of Fine Arts, Photography, University of Illinois, Urbana/Champaign, IL

Study Abroad Program, University of Wolverhampton, Wolverhampton, England