

Creative, insightful and knowledgeable UX design leader and individual contributor with 15+ years of experience designing web and mobile products in fast-paced, agile development environments. Natural aptitude for thinking from the perspective of others honed through extensive user testing, stakeholder interviews and feedback. Proven ability to procure research, successfully interpret data and apply findings to influence product features and deliver compelling and effective experiences to end users. Highly collaborative learner and consensus-driven explorer. Draws on extensive hands-on development experience to work with engineering to balance implementation tradeoffs and deliver enjoyable user experiences.

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

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

CAREER NARRATIVE

Apple, Inc. (1/2019 to Current)

SENIOR PRODUCT DESIGNER - CONTRACT

Created internal tools and experiences for Apple employees as part of Apple's internal IS&T organization.

- Collaborated with cross-functional engineering teams to simplify complex authentication flows, interfaces and experiences across web, macOS and iOS for Apple's internal identity and authentication management systems.
- Engaged with corporate and engineering stakeholders and internal research team to design and integrate an internal provisioning system for Apple hardware.

DesignMap (10/2018 to 12/2018)

SENIOR PRODUCT DESIGNER - CONTRACT

Worked with Atlassian's Buyer Experience team to explore ways to improve the experience of buying Atlassian products.

Lithium Technologies (10/2016 to 7/2018)

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 and beta programs.
- 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 enabling B2B customers to integrate Lithium-hosted communities into their own branded mobile app experiences.
- Successfully influenced product roadmap by collecting, presenting, and articulating critically insightful customer stories and feedback.

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.

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.

DEREK GULBRANSON

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- Transformed the product and business strategy for the company's mobile app using research to provide crucial insights, altering the company's course by highlighted unexplored demand for the company's existing technology.
- Integrated an iterative, research-led design process into an existing agile workflow by creating and testing prototypes and mockups before each development sprint.
- Collaborated with front-end engineering to establish a consistent language for design styles and patterns, culminating in a simple style guide which ensured consistent visual design across 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.

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 Middle-eastern culture.

- Conducted 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 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 1 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.

EDUCATION

Bachelor of Fine Arts, Photography, University of Illinois, Urbana/Champaign, IL
Study Abroad Program, University of Wolverhampton, Wolverhampton, England