Derek Gulbranson

PRINCIPAL PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Enterprise Product Design Leader with 15+ years of experience designing complex systems and platforms, including 6+ years designing authentication and identity management systems at Apple serving 350k+ users. Proven track record reducing enterprise support costs by 93% while improving user satisfaction to 87%. Expert in cross-platform design systems, multi-stakeholder environments, and translating complex security requirements into intuitive user experiences. Currently leading interaction design strategy for enterprise component library serving 165+ applications across web, macOS, iOS, iPadOS and visionOS platforms.

Core Competencies: Platform-Level Design Strategy • Enterprise Authentication & Identity Systems • Cross-Platform Design Systems • Multi-Stakeholder Product Leadership • Enterprise Security & Compliance UX • Quantifiable Business Impact • Team Leadership & Mentorship

PROFESSIONAL EXPERIENCE

APPLE INC. | JANUARY 2019 - PRESENT

Interaction Design Lead, Bridge Design System | October 2024 - Present

- **Platform-Scale Impact**: Lead interaction design strategy for Bridge, Apple's enterprise design system serving 165+ internal teams across web, macOS, and iOS platforms

- **AI/ML Integration**: Pioneered Chat UI component specifications for generative AI experiences, establishing foundational patterns for conversational interfaces across enterprise applications

- **Cross-Functional Partnership**: Collaborate with engineering, product, and accessibility teams to define component specifications that balance usability, technical feasibility, and compliance requirements

Design Lead, Identity Management Systems (IdMS) UX Team | April 2022 - October 2024

- **Team Leadership**: Built and led 6-person UX team supporting identity management platform serving 350,000+ Apple employees and external partners globally

- **Measurable Business Impact**: Reduced enterprise authentication support burden by 93% (2,800 ➜ 200 monthly support calls) and increased device approval satisfaction from 45% to 87%

- **Platform Strategy**: Led "Unified UI" initiative consolidating disparate authentication experiences across web, macOS, iOS, and iPadOS into cohesive SwiftUI-based platform

- **Enterprise Authentication**: Designed AppleConnect platform supporting Touch ID, device approval workflows, FIDO2, multi-factor authentication, and access policy experiences for employees and external partners including Best Buy and international partners

- **Directory Platform**: Led UX strategy for Apple Directory (300k+ users), designing organizational hierarchy visualization and advanced search capabilities

- **Stakeholder Alignment**: Collaborated across 5+ engineering teams and executive leadership to align product roadmaps with user experience priorities

Senior Product Designer (Contractor), Information Systems and Technology (IS&T) UX Team | January 2019 - April 2022

- **Enterprise Procurement**: Led end-to-end design of Work Store, transforming cumbersome enterprise purchasing into consumer-grade experience for Apple hardware procurement

- **Developer Experience**: Redesigned Software Signing Portal, reducing documentation dependency by 80% through intuitive publishing mental models

- **Design System Foundations**: Established design patterns and component usage across multiple internal enterprise applications, contributing to early Bridge design system development

- **Engineering Partnership**: Pioneered embedded design approach within engineering teams, shifting from waterfall handoffs to collaborative iterative design-development process

LITHIUM TECHNOLOGIES | NOVEMBER 2016 - JUNE 2018

Lead Product Designer, Community Product

- **Enterprise Platform Features**: Owned and shipped platform features for community platform serving Fortune 500 brands connecting millions of customers with brand communities

- **Product Strategy Influence**: Successfully influenced product roadmap through customer research and stakeholder presentations, securing engineering resources for critical UX improvements

- **Multi-Team Coordination**: Simultaneously supported 3 agile engineering teams, identifying and resolving UX issues during implementation

- **Mobile SDK Design**: Designed and shipped Lithium's iOS SDK enabling B2B customers to integrate community experiences into branded mobile applications

COOKBRITE INC. | OCTOBER 2014 - APRIL 2016

Lead Product Designer

- **Strategic Pivot**: Transformed company's product and business strategy through user research insights, identifying unexplored market demand that altered strategic direction

- **Research Integration**: Integrated iterative, research-led design process into existing agile development workflow with testing protocols before each sprint

- **Cross-Platform Design**: Designed mobile application interfaces for Android and iOS from concept to delivery

- **ML Training Interface**: Designed RLHF (Reinforcement Learning from Human Feedback) experiences enabling users to train machine learning system for grocery receipt recognition and product identification

Director of User Experience

- **Large-Scale Platform Impact**: Improved user satisfaction for top 100 website supporting 50k+ published authors and 30M+ monthly visitors

- **Metrics & Testing Implementation**: Implemented ongoing satisfaction metrics and completed company's first A/B test using quantitative analysis

- **Community Research Leadership**: Designed research project using focus groups and interviews to reconnect team with online community needs

- **Content Quality Systems**: Designed interface components for visitor-sourced content quality assessment system, improving content discoverability

PLUMDISTRICT.COM | MARCH 2011 - MAY 2012

Senior User Interface Designer

- **Revenue Impact**: Identified and delivered feature supporting multiple line items per deal, capturing 50%+ sales increase on promotional offerings

- **Brand Strategy Participation**: Participated in agency-led rebranding focus groups with target customers across the United States

- **Multi-Touchpoint Implementation**: Oversaw new brand implementation across multiple web properties, email campaigns, and sales materials

- **Mobile Commerce Design**: Designed mobile and desktop e-commerce experiences supporting nationwide sales team of 200+ representatives

CORE COMPETENCIES

Platform Design: Enterprise Identity & Authentication • Cross-Platform Design Systems • Multi-Persona Workflows • Horizontal Experience Integration

Enterprise Leadership: Cross-Functional Team Leadership • Stakeholder Management • Product Roadmap Influence • Quantifiable Business Impact

Research & Strategy: User-Centered Design Research • A/B Testing & Analytics • Product-Market Fit Validation • Community & Enterprise User Studies

EDUCATION

Bachelor of Fine Arts, Photography | University of Illinois, Urbana/Champaign
Study Abroad: University of Wolverhampton, England

Professional Development: Usable Security Certification, University of Maryland (Coursera)