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| ­­Brian Price  Sr. User Experience Designer | **Phone** 425-367-7664  **Email** brian.global37@gmail.com  **Portfolio** [http://www.fundamentalux.com](http://www.fundamentalux.com/) (new; work in-progress)  **Portfolio** <https://global37.myportfolio.com> (old; deprecated)  **LinkedIn** http://www.linkedin.com/in/brianprice37 |
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Introduction

I am a User Experience Designer skilled in Research, Information Architecture, Interaction Design, UI Design, Visual Design, Testing, Usability and Customer Experience. I balance business requirements with user needs for end-to-end design solutions that enhance productivity, usability, and customer experience for Mobile, Responsive Web and Desktop applications.

* User Research
* Information Architecture
* Interaction Design
* User-interface Design
* Visual and Graphic Design
* Testing and Usability
* Customer Experience

Knowledge, Skills, and Deliverables

* User Research, Ethnography, Competitive Analysis, and Requirements Gathering
* Heuristic Evaluations, and Cognitive Walkthroughs (formative and summative)
* Contextual Inquiries, Interviews, Surveys, A/B and Card Sort Analysis (moderated and unmoderated)
* Design Strategy, Envisioning, Ideation, Brainstorming, and UX Collaboration
* Personas, Scenarios, User Stories, Use Cases, and Customer Journeys
* Site Maps, Workflow and Navigation Diagrams, Affinity, Empathy and Mind Maps, and Business Process Diagrams
* Functional Specifications, Style Guides, Pattern Libraries, Brand Identities and Design Systems
* Prototyping, Wireframes, and Storyboards with HTML5/CSS3 or apps like Sketch, Figma, Adobe XD, and others
* Visual Design, Illustration, High-Fidelity Mock-ups, Graphic Design, Data Visualization, Icons, and Visual Design Assets
* Web Content Accessibility Guidelines (WCAG), WC3 Accessibility Guidelines, and Localization Strategies
* Usability Testing (remote and lab-based)
* User-centered, Contextual, and Participatory Design Processes
* Waterfall, Agile, and Blended Methodologies (iterative and formative)
* Project Management, Stakeholder Presentations, and Reviews

Software, and Resource Proficiencies

* **Adobe Creative Cloud (CC) and Prototyping Tools**

Photoshop, Illustrator, Dreamweaver, Adobe XD, Edge, After Effects and others, Axure RP, **Sketch**, InVision, Figma, Adobe XD, Visual Studio, PowerPoint, HTML5/CSS3, XAML, and others

* **Remote Testing Platforms and Tools**

**UserZoom**, Playbook UX, UsabilityHub, and others.

* **Project Management Tools**

**Jira and Confluence**, Rally, VersionOne, Team Foundation Server (TFS), Kan Ban, Agile, Microsoft Office and Teams, Slack, and others

* **Design Systems**

Google Material Design, Apple iOS Design System, Microsoft Fluent Design, Cisco Momentum Design, IBM Carbon Design System, Salesforce Lighting Design System, Atomic Design System Methodology, and many others

Career History

**Engineer – User Experience Designer III**

Cisco (Bay InfoTech) | Remote | Nov 2019 – Sept 2020 (11 months)

I collaborated and worked with key Business Development Managers and Stakeholders to **envision** and **prototype, a next generation social marketplace ecosystem** for Independent Service Providers, Customers and Resellers; **research**, **requirements** **gathering**, **envisioning**, **prototyping** in **Sketch**, **stakeholder** **presentations** and **reviews**.

**Responsibilities, Skills and Deliverables**

* Research
* Requirements Gathering
* Collaboration
* Wireframes, and Interactive Prototyping using **Sketch**
* Personas, Scenarios, and Customer Journeys
* User Interface Design and Visual Design
* Dashboards and Landing Pages
* Peer Reviews and Stakeholder Presentations

**Solution Architect (User Experience)**

Wipro, Ltd. (FTE) | Redmond, WA | July 2016 – October 2018 (2 yrs., 3 months)

Working with Global Stakeholders, Program Managers, and Developers I helped create **best of class Sales Forecast Dashboards,** **Business Intelligence Tools**, **Data Visualization, Prototypes**, and **Concept Tests** for a **global enterprise sales experience**. Platforms included **desktop**, **Tablet** and **Mobile**. Ongoing, I am involved with **automation**, **consolidation** and **productivity** improvement experiences across multiple **enterprise tools** and **business processes**.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Knowledge Transfer * Sprint Planning * UX Lead * Requirements Gathering * White boarding and Collaboration * Stakeholder Reviews * HTML5/CSS Prototyping and Production * Information Architecture, Interaction, User-interface and Visual Design * Wireframes and Storyboards * Rapid Prototyping and Data Visualization * Mobile and Responsive Design * Power BI Dashboards and Reports |  |

**User Experience Designer**

Microsoft (Collabera/Wipro. Ltd.) | Redmond, WA | March 2016 – June 2016 (4 months)

Working with Global Stakeholders, Program Managers, and Developers I helped create **best of class Sales Forecast Dashboards**, **Business Intelligence Tools, Data Visualization, Prototypes, and Concept Tests** for a **global enterprise sales experience**. Platforms included **desktop**, **Tablet** and **Mobile**.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Knowledge Transfer * Sprint Planning * UX Lead * Requirements Gathering * White boarding and Collaboration * Stakeholder Reviews * HTML5/CSS Prototyping and Production * Information Architecture, Interaction, User-interface and Visual Design * Wireframes and Storyboards * Rapid Prototyping and Data Visualization * Mobile and Responsive Design * Dashboards and Reports |  |

**Senior UX Designer**

Lighthouse eDiscovery (C2S) | Seattle, WA | Jan 2016 – March 2016 (3 months)

Received and **consumed customer BRD for quick turnaround of a high-fidelity storyboard prototype** for stakeholder review, validation and hand-off to development; solution addressed complex business workflows, interactions and data visualization.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Knowledge Transfer * Requirements Gathering * Wireframes/Storyboard * White boarding * Collaboration * Information Architecture * Interaction Design * User-interface Design * Visual Design * Stakeholder Reviews |  |

**Senior Lead UX Architect**

T-Mobile (Mastech/Accenture) | Bellevue, WA | December 2014 – February 2015 (3 months)

While at T-Mobile I successfully collaborated with business analysts and other key stakeholders to translate business requirements into interactive wireframe prototype experiences based on emerging style guidelines and patterns using **Axure RP**. The **wireframe prototypes** were for a **responsive Omni-channel web application** for consumer, retail and customer service representatives that were then presented and reviewed with T-Mobile business stakeholders and approvers for hand-off to off-shore developers.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Knowledge Transfer * Sprint Planning * Team Lead * Requirements Gathering * White boarding and Collaboration * Project Management * Stakeholder Reviews * Axure RP * Information Architecture * Interaction Design * User-interface Design * Wireframe Diagrams * Prototyping * Responsive Design |  |

**User Experience Designer**

Microsoft (Netvision Resources/HCL) | October 2014 – December 2014 (3 months)

Collaborating with remote business stakeholders and an offshore development team, I lead the consolidation and redesign of multiple web based services into a single unified data publishing and subscription services experience. My responsibilities consisted of **requirements gathering, responsive high-fidelity wireframe prototype creation, review leading, revision implementation and hand-off coordination**. By designing a simplified holistic set of workflows and interactions using information architecture and interaction best practices I improved cognitive understanding, ease of use, user acceptance and overall usability across the experience.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Business Analysis * Requirements Gathering * Project Management * Stakeholder Reviews * Responsive Design * Information Architecture * Interaction Design * User-interface Design * Wireframe Diagrams * Prototyping |  |

**User Experience Designer**

VMC (Caresoft) | Redmond, WA | July 2014 – August 2014 (2 months)

Using an existing Business Requirements Document (BRD), I successfully designed a **responsive wireframe storyboard prototype** for a **game tester subscription application** using key skills like **information architecture, interaction design and user-interface design**. This was a four month contract that I completed in about 6 weeks as it turned out to be much easier than the hiring manager had anticipated. The prototype contained all necessary screen layouts, workflows and interactions which was laterannotated by the business analyst and served as the necessary companion to the BRD for hand-off to the development team.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Sprint Planning * Requirements Analysis * Responsive Design * Information Architecture * Wireframe Diagrams * Prototyping |  |

**Information Architect**

WA St Dept. of Labor and Industries (Cayzen Technologies) | Tumwater, WA | February 2014 – April 2014 (3 months)

Successfully **consolidated a multi-app experience** surrounding a **benefits payment** authorization experience into a **single web based application** and validated the **wireframe prototype** with benefits claim adjusters and other business stakeholders through **business requirements analysis, user-research, participatory design processes, and business stakeholder reviews**.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Requirements Analysis * Project Management * Prototyping * Wireframes * Information Architecture * Presentations and Reviews |  |

**Web Developer III**

Microsoft (Collabera) | Redmond, WA | August 2013 – November 2013 (4 months)

Successfully **proposed and designed** a map-based **CRM dashboard** implemented in HTML5 showcasing global CRM usage and activity.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Collaboration * User-interface Design * Visual Design * Animation * Wireframes * Prototyping |  |

**Technical Artist/XAML Specialist**

Hasbro/Wizards of the Coast (Wimmer Solutions) | Renton, WA | August 2012 – July 2013 (12 months)

Working with a team of developers and designers to **research, design and implement new features and revisions to the MOL Beta online game**, I helped refine and improve the overall game experience and helped improve the internal UX design process by defining and documenting UX design best practices and procedures to improve workflow efficiency and overall quality of asset deliverables.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Interaction Design * UI Design * Prototyping * Visual design * Usability * Testing |  |

**User Experience Designer**

Digital Control (Protingent) Kent, WA | December 2011 – July 2012 (8 months)

Through **Heuristic and Cognitive Evaluations and Usability Analysis** presented to owner and business stakeholders, I emphasized the importance of Interaction and User-interface Design and their impact on Usability. The accepted proposals resulted in **measurable improvements to Usability** through the implementation of **simplified Workflows, Interactions, User-interface and Visual Design** improvements.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Sprint Planning * User Stories * Prototyping * Pattern Libraries * Visual Design * Icons * Wireframes * Storyboards * Interaction Design * User-interface Design * Usability Evaluations * Testing |  |

**User Experience Designer**

Microsoft (Ramp Group) | Redmond, WA | June 2012 – August 2012 (3 months)

I worked with Program Managers and other Business stakeholders to align the User-experience to existing Personas, Scenarios and Business Requirements for an **Enterprise Level Software Volume Licensing** application.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Sprint Planning * Collaboration * Wireframes * Prototyping * Interaction Design * User-interface Design |  |

**User Experience Designer**

Microsoft (adaQuest) | Off-site | April 2012 – June 2012 (3 months)

I **interpreted established research, business requirements and functional specifications** to create a software prototype for an LOB app.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Requirements Analysis * Collaboration * Wireframes * Prototyping * User-interface Design * Visual Design |  |

**Information Architect**

Gardiant (Cayzen Technologies) | Lacey, WA | February 2012 – April 2012 (3 months)

I worked with Business Analysts, Software Architects and other key stakeholders to design **Information Architecture, Workflows, Interactions, User Interface and Visual Design** for **a cloud-based Claims Management Software application**.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Requirements Analysis * Collaboration * Workflows * Wireframes * Prototyping * Information Architecture * Interaction Design * User-interface Design |  |

**Motion Graphics Designer and Animator**

Microsoft (Wimmer Solutions) | Redmond, WA | October 2011 – November 2011 (2 months)

I worked with team members to **envision software interactions, transitions and animations** for Xbox and other software technology demos using Adobe After Effects.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Collaboration * Animation * Motion Graphics * Adobe After Effects * User-interface Design * Visual Design |  |

**Silverlight Animator**

Capitola Media (Parker Services) | Off-site | January 2011 – August 2011 (8 months)

Capitola Media is a San Francisco based Film and Media agency who I helped **create animated banner ads and rich media advertisements** using supplied artwork and text copy for direction **Windows 7 and Office** 2010 media campaigns.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Collaboration * Animation * Motion Graphics * Silverlight |  |

**Information Architect**

Washington State Department of Early Learning (Cayzen Technologies) | Lacey, WA | April, 2011 to June, 2011 (3 months)

I engaged on a daily basis with the key business stakeholder to **define and validate Information Architecture, Screen Layouts and Interactions** on a **Case Management** application for the **Washington State Department of Early Learning**.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Requirements Analysis * Collaboration * Site Maps and Workflow Diagrams * Wireframes * Storyboards * Information Architecture * Interaction Design * User Interface Design * Presentations and Reviews |  |

**Product Designer II**

Microsoft (Acro Services) |Redmond, WA | January 2011 – January 2011 (1 month)

I **provided UX design direction and guidance** for business stakeholders and development team to help bring the project back on track.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Requirements Analysis * Collaboration * Leadership * Mentoring * Presentation * Reviews |  |

**User Experience Designer**

Sound Metrics (Freelance) | Off-site | September 2010 – December 2011 (15 months)

Sound Metrics is an **industry leading underwater sonar manufacturer** who enjoyed a high level of customer satisfaction with the assets I delivered for their new software-based sonar experience.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Requirements Analysis * Wireframes * Prototyping * Interaction Design * User-interface Design * Visual Design |  |

**User Experience Manager**

Intelligent Effects (FTE) | Bellevue, WA | March 2010 - Dec 2010 (10 months)

We created several **technology demos for Silverlight, Azure and SharePoint** integration for client **Microsoft** as well as provided key software design and development services for products like Brainstorm Interactive and others. In addition to that I also **established the UX Design Discipline** across the company to ensure **UX Design Processes, Best Practices and Quality Assurance** of client deliverables.

**Responsibilities, Skills and Deliverables**

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| --- |
| * Requirements Analysis * Envisioning and Collaboration * Project Management * Quality Assurance * Outsourcing and Vendor Management * Wireframe Diagrams * Prototyping and Data Visualization * Information Architecture * Interaction Design * Visual Design |

**User Experience Designer**

TaxMate (FTE) | Bellevue, WA |October 2009 — March 2010 (6 months)

Through the process of **Competitive Analysis, User Research, Envisioning, Collaboration, Scenario and User Story creation** I helped to design and launch a **professional cloud-based Tax Preparation software experience** that was successful at gaining investor approval and support.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * User Research * Envisioning * Collaboration * Competitive Analysis * Scenarios, User Stories and Use Cases * Wireframes and Storyboards * Information Architecture, User-interface, and Interaction Design * Visual Design, Style Guides and Design Patterns |  |

**Product Designer**

Microsoft (Artech) | Redmond, WA | June 2009 — October 2009 (5 months)

Successfully delivered **high-fidelity storyboards illustrating all screens and system states** as well as designed and implemented the theme and icons directly in the production code for a **Task Assignment and Bug Reporting** software experience.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Requirements Analysis * Collaboration * Wireframes * Storyboards * Presentations * Reviews * Information Architecture * User-interface Design * Interaction Design * Visual Design * Icons * Design Specifications |  |

**User Experience Designer**

Microsoft (FTE) | Redmond, WA | May 2005 — April 2009 (4 yrs.)

I was one of several UX Designers in **Microsoft Office Labs (R&D)** who participated in **numerous prototypes and concept test projects** which tested and validated various hypothesis proposed by the office Design Group. One highlight during my fulltime engagement during this time at Microsoft is when I wrote a paper challenging data relationships which was an instrumental component of a **patent award titled “Relational linking among resources”** submitted in 2006 and awarded in 2012. View the United States Patent Awardon USPTO.gov.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Requirements Analysis * Documentation and Specifications * Envisioning and Collaboration * Personas, Scenarios and User Stories * Wireframes and Storyboards * Prototyping and Data Visualization * Information Architecture * User-interface Design * Interaction Design * Usability Testing * Visual Design and Icons * Usability Testing * Presentations and Reviews |  |

**Product Designer**

Microsoft (Filter Talent) | Redmond, WA | May 2004 — April 2005 (12 months)

I was the UX Designer for the product, **Knowledge Network for Microsoft Office SharePoint Server 2007** created by the incubation group named Greenhouse. KN was acknowledged as one of the “**Best Ideas of 2006” in Business Week Magazine**. View the article, Best Product 2006 (Business Week Magazine).

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Collaboration * Scenarios * User Stories * Wireframes * Storyboards * Prototypes * Design Specifications * Presentations and Reviews * Information Architecture * User-interface Design * Interaction Design * Usability Testing * Visual Design * Icons |  |

**Web Designer**

Microsoft (Solutions IQ) | Redmond, WA | January 2002 – September 2002 (9 months)

Designed and produced creative design assets for internal software networking tools.

**Responsibilities, Skills and Deliverables**

|  |  |
| --- | --- |
| * Wireframes * Storyboards * Prototypes * Visual Design * Icons * HTML/CSS |  |

**Interactive Designer**

Returns Online (Solutions IQ) | Mercer Island, WA | January 2001 – April 2001 (4 months)

I utilized company collateral, style guides and brand identity to create interactive sales presentation tool for sales team to use in the field during customer sales presentations.

**Web Designer**

Microsoft (Solutions IQ) | Redmond, WA | August 2000 – January 2001 (6 months)

I designed and applied HTML and CSS layout and style updates within Visual Studio on .NET and C# production code.

**Web and Graphic Designer**

Strong Worldwide (Freelance) | Seattle, WA |Oct 1999 — Sept 2000 (12 months)

While a Web and Designer at Strong worldwide, I designed product packaging and print production art for promotional products as well as designed and implemented the company website.

**Web Designer**

RMI.NET (FTE) | Tukwila, WA |August 1998 — July 1999 (12 months)

While a Web Designer at RMI.NET, I designed and produced web site landing pages, homepages, secondary pages, creative design assets and icons for small to medium sized ecommerce companies and clients.

**Web Designer**

Cosmix Web Design (FTE) | Seattle, WA |April 1997 — November 1997 (8 months)

While a Web Designer at Cosmix Web Design, I designed and produced web site landing pages, homepages, secondary pages, creative design assets and icons for small to medium sized ecommerce companies and clients.

Education

**Bachelor of Arts, Motion Picture and Video Production**

Montana State University | 1991 — 1995

**Visual Communication and Graphic Design**

Shoreline Community College | 1988 — 1990

**Drafting and Technical Illustration**

Lake Washington Vocational Technical Institute | 1986 — 1987

Awards and Highlights

* **US Patent Award**

Microsoft (FTE) from April 2005 to April 2009; awarded on, January 17, 2012**.** [Bing Card (Search Query](http://www.bing.com/search?q=us+patent+relational+linking+among+resources&src=IE-SearchBox&FORM=IENTTR&conversationid=&pc=EUPP_)). [View the USPTO Award](http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fnetahtml%2FPTO%2Fsrchnum.htm&r=1&f=G&l=50&s1=8099429.PN.&OS=PN/8099429&RS=PN/8099429)

* **Best Product 2006** (Business Week Magazine)

Microsoft (A-) from May 2004 to April 2005.

More Information, Recommendations and Portfolio

**More Information and Recommendations**

Visit http://www.linkedin.com/in/brianprice37 for more information and recommendations.

**Portfolio**

<https://global37.myportfolio.com>