
Experience

RKG (formerly Nine By Blue) \ \ 2013

CONTENT STRATEGY :: Performed nationwide search traffic analyses to help clients re-architect their websites to better match what their customers are expecting.

Freelance \ \ 2011—2013

NINE BY BLUE :: Analyzed Web traffic and searchability in order to make data-driven design recommendations for many clients.

PROJEKT202 (FORMERLY CAPTURA ONLINE) :: Resolved business requirements with user expectations to design in-store side of Web-based order management system for Pier 1 Imports.

NIMBLE PARTNERS :: Designed the site hierarchy, complex donation screens, team management and internal system administration for a new fundraising platform at catapult.org.

InSite Interactive \ \ 2008—2010

INFORMATION ARCHITECTURE :: Sole full-time IA, incorporated empirical best practices in the grouping and ordering of data, element layout and labeling, often working side by side with visual designers, software architects, clients and copywriters.

ANALYTICS :: Reviewed and interpreted site-wide traffic to discover business improvement opportunities and usability problems.

USABILITY :: Conducted usability studies with varying degrees of formality, incorporating test subject comments, surveys and behavior patterns into proposed redesigns and official reports.

HP (formerly EDS) \ \ 2007—2008

WEB METRICS :: Analyzed and reported user traffic habits of the world's largest private network in order to promote or explain design decisions. Collated data from various sources to generate the best-informed view of users' opinions.

USABILITY :: Frequently consulted for layout and functionality of Web pages behind a military level of security, working to satisfy the largest audience segments.

EMC (formerly Geniant) \ \ 2005—2007

INFORMATION ARCHITECTURE :: Provided recommendations for Website and page structure. As a legacy employee of Bright Corner, assisted with the formation of an IA practice within Geniant.

WEB DEVELOPMENT :: Continued strict HTML and CSS coding practices, leading the front-end team in creation of an extensible semantic web project "starter kit" and Coding Standards Reference Guide, bridging the gap between accessible static markup and dynamically generated HTML from within environments like Visual Studio.

RD2, Inc. \ \ 2004—2005

COMMUNICATIONS :: Wrote copy for marketing e-mail campaigns. Performed market research, including competitive analyses and composition of best practices documents.

DESIGN :: Graphic creation based on defined layout ideas, including image slicing and proper Web optimization.

INFORMATION ARCHITECTURE :: Designed data structures for public Websites, intranets and applications, including site maps, user process flows, wireframes and database design.

PROJECT MANAGEMENT :: Composed project proposals, estimates, plans, status reports and meeting agendas. Facilitated client-developer communication, task delegation, file storage, standardization and distribution.

WEB DEVELOPMENT :: Hand-coded HTML and CSS within strict Web standards, with emphasis on wide accessibility and audience reach.

Summary

User Experience Designer since 2004, planning websites and user-friendly applications. Comfortable in a Windows or Mac environment, strong attention to detail with diagram tools and passionate about organization, clear communication and efficiency.

Skills

Interaction Design

Prototypes & wireframes
Site maps
Flowcharts
Rapid prototyping HTML, CSS & jQuery

ADOBE CS • VISIO • OMNIGRAFFLE • BOOTSTRAP

Research

Contextual inquiry
Formal usability testing
Competitor analysis
SEO & traffic analysis

CARD SORTS • ONLINE & OFF • GOOGLE ANALYTICS

Writing

Marketing copywriting
Research / documentation
Use cases

Audio / Video

Camera
Editing

FINAL CUT PRO • ADOBE PREMIERE

Client Examples

Cheezburger
Federal Reserve Bank
Hotels.com
Intuit
National Parkinson Foundation
Nokia
Pier 1 Imports

Education

BA, Communications
Rowan University, 1997

Learn More

<http://meetbryan.com>

Additional portfolio examples and references available upon request.