BRENDAN GRIFFIN

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PRODUCT DESIGNER SUMMARY

- Experienced Product Designer with 5+ years of experience, specializing in creating engaging, thoughtful, and minimalist designs that balance customer needs and business values. I have successfully fostered and shipped 6 complex web/mobile projects from ideation to development, ensuring high-quality work throughout the entire design process and providing post-development support.

WORK EXPERIENCE

Senior User Experience Designer   *October 2022 - Present*
McKesson

- Led complex web/mobile projects, translating business objectives into design and maintaining world-class visual communication and brand standards.
- Provided mentorship to other members of the design team, managing schedules, prioritizing tasks, and working within deadlines.
- Led design working sessions, stakeholder interviews and technical development workshops to define/balance user and business needs, ultimately directing focus from feature based to experience based products.
- Conducted heuristic evaluations and competitive analyses on current experiences to create a design informed future for those products.
- Proposed and implemented approaches to design tasks that would improve relationship quality between stakeholders and creatives.
- Collaborated with research and development to create and ship B2B solutions for web/mobile products.

UI/UX Designer II   *May 2021 - August 2022*
Citibank

- Contributed 16 additional patterns to an existing design system via close collaboration in a cross-functional environment.
- Simplified existing collaboration standards that aided collaboration between product, design, and development.
- Conducted critical research analysis sessions to grasp a deep empathy-driven understanding of user needs, behaviors, and struggles, ultimately resulting in a 38% increase in conversion for personal loan experiences.
- Consistently delivered updates for personal loan experiences on desktop, mobile responsive and native devices.

UI/UX Designer   *March 2019 - May 2021*
RealPage Inc.

- Collaborated with product marketing to aid in the establishment of a consistent use of brand/illustration/visual design language across the UX team.
- Contributed 20+ components/patterns to a robust design library complete with spec documents, usage guidelines, and supporting research.
- Coached two research associates to be fluent in design tools.
- Communicated and encouraged a proactive design culture across the organization, increasing visibility/trust in design processes.
- Designed and user-tested a platform that would host help content derived from 80+ products into one single location, ultimately lowering customer support calls.

Freelance Designer   *April 2018 - March 2019*
ExamSoft

- Worked closely with product managers to evaluate exam integrity solutions and provide design-informed feedback.
- Provided updates to enrich interface elements and give a fresh new look to design.
- Presented design work to stakeholders in a collaborative/articulate fashion.

EDUCATION

UX Design Certificate
UXD Academy
Educational institution specializing in connecting visual design, product design, and business design into a curriculum that creates quality product experts.

Communication Design
Collin Community College
Candidate for associates in communication design.

SKILLS

Figma, Sketch, Adobe Creative Suite   Product Management/Autonomy   User Research

Complex Problem Solving   Compassion/Empathy/Integrity   Design Systems