

BRIAN C. BEAVERS

Product Designer and Brand Strategist

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STATEMENT

An experienced designer adept at approaching challenges through research, testing, and iterating. Believer in the value of designing solutions that derive directly from real user scenarios and pain points. Seeking a product design position that will empower me to contribute to and build a holistic design language, address business challenges, and help make users' lives easier.

EXPERIENCE

Sr. Product Designer
Stash Invest
New York, NY
Apr. 2017 – Present

Designed all new web application platform to accompany existing iOS and Android applications. Conducted extensive research and user testing to deliver the minimum viable product, while elevating and maturing the Stash Invest design language. Lifted conversions on registration by 7% with new investment registration experience. Developed and managed cross-team design critiques to give better visibility and strive for consistency.

Freelance Designer
Self-Employed
Aug. 2008 – Present

Partnered with small and large businesses on art directing mobile and web product design solutions, as well as branding and marketing materials for: Confirm.io, Zumba Fitness, Hailo, myTaxi, GridSkippr, Hygiene Project, Tele-world Solutions, Speakerbox Public Relations, and Contactually.

Sr. Product Designer
TripAdvisor
Palo Alto, CA
Apr. 2016 – Apr. 2017

Lead TripAdvisor's native application, wearables, and mobile web design experiences. Set the user experience and UI direction for the brand new TripAdvisor mobile applications. Instrumental in directing, designing, and delivering consistent core screens and UI elements for cross-functional and cross-platform design teams. Lifted hotel booking conversions by 3% with new filtering features. Researched, concepted, prototyped, designed, validated, and shipped 20+ features. Created and managed monthly usability testing procedures for core use cases and features.

Sr. UX Designer
Sr. UI Designer
Hotwire
San Francisco, CA
Jul. 2014 – Apr. 2016

Developed and implemented new interactions and features for the Hotwire iOS applications. Designed customer-facing products to achieve a high-level business impact, including retail hotel inventory, dynamic map searches, one-way car drop-off, Apple Pay®, and Apple Passbook®. Participated in company re-branding efforts by building a UI style guide and providing art direction. Directed a team of designers across multiple departments in an effort to drive visual consistency across all of Hotwire's platforms. Conducted user research, field testing, and stakeholder interviews to develop new personas and determine new product directions.

Sr. Interactive Designer
Verve Mobile
Bethesda, MD
May 2012 – Jul. 2014

Developed solutions for mobile device advertisements for over 50 international brands, including Macy's, Coca-Cola, Procter & Gamble, McDonald's, and RadioShack. Collaborated with agencies and delivered solutions under tight timelines. Managed user-interface and user-experience design of over 60 national publisher mobile applications. Mentored junior designers on mobile design best practices.

Web & Mobile Designer
Royal Media Partners
Miami Beach, FL
Jun. 2011 – Apr. 2012

Designed user-interfaces of web and mobile applications for Royal Caribbean International. Maintained and deployed thousands of data points and items through a .net database. Collaborated with over 60 international luxury lifestyle and jewelry brands and their representatives. Contributed to the design, production, and editing of onboard lifestyle publications.

Graphic Designer
Living Social
Washington, DC
Nov. 2010 – Mar. 2011

Designed daily e-mail blasts for subscribers. Contributed to design of marketing campaigns for national metropolitan and suburban areas by leveraging LivingSocial's new branding. Collaborated on company re-branding of website and local area display and marketing materials.

EDUCATION

Bachelor of Arts in Graphic Design
George Mason University, Fairfax, VA
Business Minor

Interaction Design
Cooper Union, San Francisco, CA

EXPERTISE

UX Design
UI Design
Accessibility Design
Interaction Design
Prototyping
User Research
Usability Testing
Wireframing
Information Architecture
Motion Graphics
3D Animation
Brand Identity
Graphic Design
HTML
CSS

SOFTWARE

Sketch
Principle
InVision
Framer.js
Origami Studio
Zeplin
Adobe Creative Suite
Cinema 4D
iOS and Android
Microsoft Office
Trello
JIRA

RECOGNITION

Internal Stash Invest Hackathon
Winner, 2018

Internal Hotwire Hackathon
Second Place, 2016

Internal Hotwire Hackathon
Best Overall, 2015

Mobile Innovation, EyeforTravel
Best Mobile Travel UX, 2015

National Scholastic Gold Key Award
Excellence in Graphic Design, 2006