

# BRIAN C. BEAVERS

Digital Product Designer

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## STATEMENT

I design accessible, delightful, and helpful product experiences that seamlessly integrate into users' lives. While partnering with stakeholders, I successfully address business challenges and user points with thorough quantitative and qualitative research. I'm seeking a role that will empower me to design solutions that help our planet thrive or enrich users' lives by addressing our climate crisis, provide financial accessibility, improve healthcare systems, or through digital media entertainment.

## EXPERIENCE

**Lead Product Designer**  
IDEMIA  
Atlanta, GA (Remote)  
Jul. 2018 – Present

Leading the product design of mobile digital identity and identity proofing initiatives at IDEMIA. Building out scalable design systems for IDEMIA's global internal and external customer needs. Designing mobile identity solutions to help lead drivers licenses and passports into a new era. Collaborating with Fortune 500 customers to design better identity proofing services.

**Sr. Product Designer**  
Stash  
New York, NY  
Apr. 2017 – Jul. 2018

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 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 the product design of mobile application and web solutions, as well as branding and marketing materials for: Mable, Hailo, myTaxi, IDEMIA, Facebook, Confirm.io, Zumba, Hygiene Project, Teleworld Solutions, George Mason University, and Contactually.

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

Lead native application, wearables, and mobile web experiences. Set the user experience and UI direction for the brand new TripAdvisor mobile applications. Designed core elements for cross-functional and cross-platform design teams. Lifted hotel booking conversions by 3% with filter updates. Researched, designed, validated, and shipped 20+ features. Created and managed monthly usability testing for core use cases and features.

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

Directed team of designers across multiple departments to drive visual consistency across all of Hotwire's platforms. Designed and shipped 20+ features for iOS applications. Participated in company re-branding through building a UI guide and providing art direction. Conducted user research 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 50+ international brands, including Coca-Cola, Procter & Gamble, and McDonald's. Collaborated with agencies and delivered solutions under tight timelines. Lead the user-experience of 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 through a .NET database. 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 national marketing campaigns by leveraging LivingSocial's new branding. Collaborated on company re-branding of website.

## EDUCATION

**Bachelor of Arts in Graphic Design**  
George Mason University, Fairfax, VA  
Business Minor, 2010

**Interaction Design**  
Cooper Union, San Francisco, CA

## EXPERTISE

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

## SOFTWARE

Sketch  
Principle  
Figma  
InVision  
Zeplin  
Adobe Creative Suite  
Cinema 4D  
iOS and Android  
Microsoft Office  
Trello  
JIRA  
Confluence

## 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