

BRYCE ERWIN

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User Experience Expert:

- 15 years experience in designing and driving the end-to-end UX design process for large web sites, mobile and SaaS applications.
- An expert in usability, information architecture, user experience design methodology and heuristics for consumer, enterprise productivity and e-commerce products.

UX and Visual Design Project Management and Team Leadership:

- 10 years experience leading small and medium sized teams consisting of visual designers, UX designers, and developers in all aspects of the design and development process in a variety of vertical markets.

Visual Design Expert:

- Highly creative digital designer, skilled in both traditional and digital illustration.
 - Demonstrated success in orchestrating the complete stylistic approach to a project and ensuring on-brand delivery across a wide range of media including interactive design, product branding, illustration, print and multimedia.
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Professional Work History

Position: **User Experience and Interaction Specialist**

Cathexis UX - Ann Arbor, MI. - May 2010 to Present

- Consultant for large corporate and enterprise clients, specializing in product user experience consulting and interface design for online and mobile applications.
- Clientele included: Amazon.com, Samsung USA, Conway Freight, Metaphor.com, Hitachi Data Systems, Askville.com, Guardian Glass, Cambium Learning Group, Amerinet, and United Precision Products.

Position: **Director of User Experience**

Metaphor.com, Inc. - Ann Arbor, MI. - July 2013 to October 2015

- Defined the user experience for a process-centric collaboration product for Fortune 1000 clients including General Electric, BASF, Aetna, HMS, Mitsubishi and more.
- Lead the creation of wire frames, master style guides and UX documentation for development.
- Conducted focus groups and user testing to evaluate UI opportunities and shortcomings
- Engaged in regular collaboration with CEO and major stakeholders to ideate product strategy and interaction goals.
- Responsible for meeting product UX deliverables, leading project management and workflow coordination with design team, and hand-off to development.

Position: Senior User Experience Designer

A9.com / Amazon.com - Palo Alto, CA. - April 2007 to April 2010

- Developed next generation search and e-commerce related technologies and APIs across Amazon's storefront and peripheral product line, including Endless.com, imdb.com and A9 Visual Search.
- Responsible for interface ideation, UI flow and wireframing, user-testing, and final visual design.
- Lead graphic designer at A9.com, producing all marketing and public facing collateral.

Position: Creative Director / Owner

Snapdragon - Ann Arbor, MI. - March 2002 to April 2007

- Creative lead in redefining the web, video and print strategies of medium and large sized companies in a number of vertical markets.
- Responsible for client relationship, project management and execution, and design team leadership.
- Founded and shepherded company to profitability and continued annual growth.
- Clientele included: Amazon.com, The University of Michigan, AvFuel, Claus Forell International, Quicken Loans, Temple University Health System, Flint Ink Corporation, Lab126, and EFI Jetrion.

Position: Senior Interface Designer

Diamond Bullet Design - Ann Arbor, MI - September 1998 to March 2002

- Visual and interface design lead for a broad spectrum of commercial, organizational and non-profit clientele including Equifax, ABC News, The University of Michigan, and the State of Kansas.
- Responsible for art direction, client facing, information architecture, user studies, task analysis, and team leadership.

Education:

Associate of Science degree in Film / Television Arts and Technology

Art Institute of Ft. Lauderdale - Ft. Lauderdale, FL - 1991 – 1993

Additional Skills:

- Thorough understanding of common programming languages and their requirements in context with efficient collaboration with development teams
- Audio producer and editor, podcast production and voice talent
- Video / multimedia producer and director
- Adept at writing marketing copy, script and help content
- Skilled with social media marketing, social analytics and online product community engagement
- Proficient working within Lean and Agile process methodologies