**STEPHEN BRENNAN**

***UX Manager* / *Product Design Lead***

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Seasoned product designer with inter-role expertise leading the design of user-centered experiences. Background in system flows, mentoring designers of all levels, WCAG compliance, requirements gathering, user-centric documentation, design thinking workshops, conditional wires and flows, user research methodologies, user acceptance criteria, rapid prototyping, enterprise libraries/patterns, and user research. Passionate about asking the right questions to fully understand both business and user while leveraging data to implement the best user experience possible.

# **SOFTWARE SKILLS**

Axure, Sketch, InVision, Figma, Mural, Balsamiq, Adobe Photoshop, Dreamweaver, After Effects, Final Cut Pro, Adobe Premiere, Fireworks, Adobe XD, Visio, Git, and other SVNs, WordPress, TeamSite. *Special mention – whiteboard and dry erase markers.*

**SKILLS**

Information architecture (IA), system flow design, user interface (UI) design, mentoring, experience flows, conditional wires, persona and archetypes, UI language and voice, mobile best practices, UXR testing, WCAG 2.0 AA accessibility compliance for visual design and web technology implementation, requirements gathering, user stories, service design & strategy, scoping, HTML, CSS, XHTML, jQuery, CMS implementation, SEO, .Net, Oracle ADF, cross-device quality assurance, agile methodologies.

**PROFESSIONAL EXPERIENCE**

**Amazon**

***Senior Product Designer*** / *May 2019 - Current*

* Conceptualized and designed a product life-cycle management experience for the private brand team.
The 17 different personas were using offline excel files, creating inefficiencies by duplicating data, entering redundant data and relying on multiple formats to collaborate across multiple teams.
* The overarching user goals were to create a single source of truth, removing the need to enter any data in more than once and create a collaborative experience in which brand owners, designers, legal, compliance and product managers could collaborate. In future versions, the team is targeting to bring supplier and vendor personas into the experience.
* Coached junior product manager and evangelized the adoption of user stories and use cases to more readily understand our user’s complex workflows and needs. Setup UX review sessions with developers to ensure requirements and design standards were upheld.
* Leveraged a design system to rapidly ideate and gain stakeholder alignment. Created standardized interaction templates to ensure a consistent and intuitive UX across the experience.

**Price Waterhouse Coopers**

***Lead Product Designer*** / *April 2018 - April 2019*

* Conceptualized art of the possible for Human Resource’s workforce strategy platform. The business needed a synergistic analysis of supply, demand and cost drivers. Human resource users needed the ability to analyze their current resources as well as build out capabilities to match skill sets with an ever-evolving market.
* Led the UX design and strategy for the Oil and Gas Energy sector of the predictive maintenance platform.
Ran workshop at client site to elicit feedback to create personas, narrative focus, user stories and flow for MVP. During the workshop, I rapidly created medium fidelity screens to develop trust, capture the user’s voice and confirm design direction with stakeholders.
* Led the design of a healthcare app for pharmacy sales reps that reduced administrative tasks which then increased their ability to focus on clients’ needs and sales growth. Users were coming from a system in which they would leverage offline excel files to capture contact lists, notes, and sales data. The experience combined data points across a user’s healthcare practitioners, payors, script volume and target market data into a one-stop experience to inform strategy planning as well as ensure the user is progressing towards their weekly, monthly and quarterly goals for their region.
* Championed accessibility best practices for both design and development for both client experiences as well as the team design system.

**Accenture CIO**

***Lead Product Designer*** / *February 2017 – March 2018*

Led the creation of the experience design system for UI design and development teams. Authored the strategy
and process for adoption, maintenance, and iterative evolution for the AA compliant designer assets and pattern documentation. Collaborated with the lead UI developer to create an AA compliant bootstrap theme and components for developers. Mentored visual designers on process and UX best practices.

* Partnered with front-end developers and designers to ensure the design system iteratively evolved with proper feedback loops.
* Championed accessibility compliance to ensure best in class design for impacted businesses units. Partnered with ADA team to ensure all patterns met compliance as outlined in the WCAG 2.0 guidelines.
* Collaborated with senior management to create WordPress site to house the UI library as well as design best practices and strategy.

UX Strategist for the Human Resource department’s global headcount planning application, *Talent Pathway,* which tracked global headcount analysis and trends to inform resourcing and financial strategy to best accommodate market shifts. Implemented strategic design thinking and user experience best practices
to transform a cumbersome manual process into a dynamic cloud-based application. The first release
focuses on empowering users to collaborate with colleagues and leverage historical trends to inform their forecasting decisions.

* Partnered with senior stakeholders, subject matter experts and product management to scope user stories, roadmap strategy, manage immediate UX team, understand underlying business challenges and lead design workshops.
* Leveraged enterprise design system pattern library to both bolster use cases for pattern development while enabling rapid delivery of wires, flows, Sketch UI assets and InVision prototypes.

UX Strategist for the Murmuration Award-winning *Leave of Absence* redesign within the Human Resource business unit for Project Starling. Partnered with stakeholders to transform a process involving many disjointed services into a seamless consolidated experience. The leave of absence service wrapper surfaces action items to the user as needed within the context of their maternity leave journey.

* The previous maternity leave experience was handled manually through email with very little to no comprehension as to how employees should proceed through the process. Our focus was to increase user comprehension to proactively guide them through experiencing a major milestone.
* Project artefacts include system flows, user flows, user stories, user testing, design thinking workshops and an InVision prototype to communicate the experience to senior leadership. Led design workshops with a focus on whiteboarding to drive requirements and user stories, scope complexity and envision UI views across the project.

**Sears Holdings**

***Senior UX Architect*** / *Aug 2014 – February 2017*

Championed UX best practices and data-informed strategy for experiences spanning mobile, desktop and tablet across all user touch points on Sears.com e-commerce experience. Standardized UX deliverables and created an enterprise Axure library which was adopted across the entire UX organization. Collaborated heavily with UXR team to define a set of standards for user testing of prototypes for more efficient feedback cycles.

* Managed and designed a device agnostic enterprise Axure widget library for the UXA organization. Championed patterns and standards used for both UX architects as well as UI visual designers by increasing adoption with the Axure library. Designed and launched an Axure project template to preload enterprise styling into the native Axure widgets, render enterprise fonts into AxShare and uphold consistent IA naming conventions for deliverables. This toolkit enabled all teams to readily initiate the user testing feedback not just once but multiple times throughout a project. Mentored junior visual designers, junior user experience architects and researchers to evolve the current process across all domains.
* Lead Principal UX Architect for the *deals* program to bring awareness and comprehension to *limited time* and *limited quantity deals* across the buy flow (top and bottom of the funnel). Collaborated across all domains and business units to design a consistent cohesive experience across all platforms.
* Redesigned the online *layaway* experience, which was the company’s highest-profile project for Q1 2015. Created user stories, system requirements, IA system flow, UI layout for purchasing and of new and existing layaway contracts. Implemented content strategy across the entire site to enhance the conversational tone regarding layaway payments for top and bottom of the funnel.
* Redesigned the *store finder* functionality. Collaborated with stakeholders to increase user efficiency and satisfaction. First to incorporate Google map API into the store locator experience.
* Designed the rescheduling feature for shipping and delivery orders. Established interaction design standards that are now implemented across the organization for grouped item selection states. Deliverables included requirements, wires, UXR scrips, UXR flows as well as resulting test data.

**McDonald’s Corporation**

***Senior UX Architect*** / *May 2014 – August 2014*

Created adoption strategy and content management process for a major Fortune 500 company to drive brand awareness, increase employee satisfaction, decrease employee turnover rates, and build better relationships between corporate and retail employees.

* Presented at the *Emerging Technology* seminar, which was attended by over 150 management and executive management at McDonald’s Hamburger University. Wrote and presented over 90 minutes of content educating the audience on mobile technologies, mobile implementation best practices as well as exciting examples spanning multiple industries.
* Developed Adoption and Engagement strategies for the *restaurant engagement portal* to improve restaurant communications and product awareness to increase operational margins. Interviewed stakeholders across a diverse set of roles to identify business needs, user stories and analytic targets. Defined and streamlined content management process to more efficiently release content to the *restaurant engagement portal*. Worked extensively with the legal team to halve the time required for approval.
* Designed a gamification system to further drive operational improvement and community morale within restaurants. The system tied user behaviors within the intranet portal to day-to-day tasks with the goal of increasing brand pride and operational efficiencies.

**CS STARS**, a Marsh LLC company

***UX Architect* / *Business System Analyst*** / *May 2012 – July 2013*

Collaborated with stakeholders to analyze user workflows, test cases, and legacy solutions to define business requirements, usability solutions, and create an overall more efficient end-user experience.

* Incorporated high priority, high-value usability improvements into the roadmap with minimal impact. High priority UX improvements were identified as part of a full feature audit prioritizing accessibility and usability and informed by interviews with subject matter experts and account managers which helped prioritize the backlog.
* Standardize content across all product teams’ requirements documentation to ensure consistency and
user-centric approach.
* Documented the conversion and enhancement of the entire Forms and Letters domain to Silverlight. Identified usability improvements through multiple rounds of user interviews in an agile environment. Deliverables included requirements, user stories, wires, and conditional UI.
* Responsible for documentation and analysis of core feature parity between legacy systems and current enterprise solutions. Ensured that admin migration settings transferred without negatively impacting the
end-user. Carried over all essential functionality as to not hamper the end-user’s experience.

**Hubbard One**, a Thomson Reuters company

***UI Development Team Lead*** / *May 2008 – January 2012*

Provided project management support, scoping, resource management as well as front end development support across client portfolio. Ensured all templates and builds adhered to UX best practices for desktop, tablet, and mobile. Handled all touchpoints involving production design during web builds as well as web maintenance support. Implemented efficiencies in the UI QA process and implemented WCAG 2.0 AA standards into the design and development process.

* Front-end development lead and UX strategist for a mobile product. Designed and developed a range of mobile templates to be branded for clients. Created a streamlined process to cut client branding work in half and double efficiency.
* Managed web maintenance tasks, created templates, and coordinated with tech support during rollout. Updated site builds to ensure client requests moved through the queue in a timely fashion. Implemented usability reviews for accessibility best practices and UI design parity.
* Scoped all front-end design implementation work for Hubbard One’s largest ADA compliance implementation for $56K. Managed logistics and itemized estimates for multiple client meetings to implement WCAG 2.0 AA compliance into an existing client site.
* Provided strategic sales support on Hubbard One’s largest web deal of 2010 for over $1.2 million in signed services and software licenses.
* Reviewed wireframes, requirements, SOW’s and historical actuals to create itemized budgets to support the pre-sales process and account managers.

**Freelance Consultant**

***UX Manager & Developer*** / *April 2011 – Current*

Designed and developed several websites utilizing HTML5, jQuery, CSS3, and PHP.

* **Baxter International**: [Corporate](http://sustainability.baxter.com/) Responsibility website

Partnered with local branding and marketing agency to implement front-end design and development for the corporate responsibility site.

* **Grainger**: [graingercsr.com](http://www.graingercsr.com/)

Implemented a custom WordPress template to match full site redesign. Handled front-end development as well as UX management.

* **HomeLight**: [homelight.com](http://www.homelight.com/)

UX and UI redesign of HomeLight’s original website. UX audit and implementation of findings to increase call to action, site flow, and overall IA of their website. The client’s website has been updated since working with them in 2013.

* **Trucking Distribution Logistics Company:** Client secured $10M investment in Oct 2018

To leveraged big data to accurately estimate and new work, track shipments/drop-offs, payments management, driver tracking and ensure work was completed within expectations to all parties. Deliverables included user stories, user research, flows, low and high-fidelity views for desktop and mobile applications within an agile, rabid-development environment.

**EDUCATION**

**Indiana University Bloomington**

***Master of Science***/  *Immersive media & Human-Computer Interaction****Bachelor of Arts***/  *Telecommunications: Multimedia Production & Game Design*

**REASEARCH**

**Indiana University Kelley School of Business**

***Lead 3D Environmental Designer*** /*2005 – 2006*

Supported research project to prove that virtual reality technology is a viable and more cost-effective alternative to physical retail constructions for in-store brand testing, traffic pattern analysis, and product placement/product market share research.