

# 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, as well as help make users' lives easier.

## EXPERIENCE

### **Sr. Product Designer** TripAdvisor

Palo Alto, CA  
Apr. 2016 – Present

Leading TripAdvisor's native application, wearables, and mobile web design experiences. Instrumental in directing, designing, and delivering consistent core screens and UI elements for cross-functional and cross-platform design teams. Researched, concepted, prototyped, designed, validated, and shipped 20+ features. Developed and managed monthly usability testing procedures and processes for core use cases and features.

### **Sr. UX Designer** Hotwire.com

San Francisco, CA  
Feb. 2015 – Apr. 2016

Developed and implemented new interactions and features for the Hotwire iOS applications. Directed a team of designers across multiple departments in an effort to drive visual consistency across all of Hotwire's platforms. Wireframed and prototyped animations to communicate features for product managers and engineers. Conducted user research, field testing, and stakeholder interviews to develop new personas and determine new product directions.

### **Sr. UI Designer** Hotwire.com

San Francisco, CA  
Jul. 2014 – Feb. 2015

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®, native calendar integration, and Apple Passbook®. Participated in company re-branding efforts by building a UI style guide and providing art direction.

### **Sr. Interactive Designer** Verve Mobile

Bethesda, MD  
May 2012 – Jul. 2014

Developed concepts and designs for mobile device advertisements for over 50 international brands, including Macy's, Coca-Cola, Procter & Gamble, McDonald's, and RadioShack. Collaborated with ad agencies and delivered solutions under tight timelines. Managed user-interface and user-experience design of over 60 national publisher mobile applications. Created self-service mobile advertising platform for small businesses. 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 and Celebrity Cruiselines. Maintained and deployed thousands of products, stores, ports of call, and content pieces 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.

### **Freelance Designer** Self-Employed

Aug. 2008 – Present

Designed mobile and web product design solutions, as well as branding and marketing materials for: Confirm.io, Native Tech, Zumba Fitness, Hailo, myTaxi, GridSkippr, KartaApp, SocialRadar, Hygiene Project, Teleworld Solutions, Speakerbox Public Relations, Contactually, and Unitea Plus.

### **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, UI Design for Mobile and Web

Prototyping

Brand Identity, Strategy, and Direction

Graphic Design and Marketing

HTML and CSS

Wireframing and IA

Motion Graphics Design

## SOFTWARE

Sketch  
Principle  
Zeplin  
Adobe Creative Suite  
iOS and Android  
Microsoft Office  
Trello  
JIRA  
InVision  
Framer.js  
Origami Studio  
Xcode  
Unity

## RECOGNITION

**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