Brian Beavers

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Senior, Lead, or Staff Product Designer

I'm an experienced, creative, empathetic, and dependable product designer. My efforts have helped employers and clients improve conversions, decrease customer acquisition costs, define short and long-term strategies, and build scalable design systems. To deliver great software, I employ strong foundational research, distill that into actionable insights, unite my team behind a problem, and collaborate cross-functionally to deliver polished user experiences. In my next role, I want to work with agile, creative, motivated, customer and data-centric people with high-quality standards.

WORK EXPERIENCE

Senior Product Designer – Indigo Agriculture   11/2020 – 3/2023
- o Designed invoicing software for grain buyers and shipped an update that increased signed contracts by ~70%.
- o Worked with account managers, research, and product to find and address pain points in the farmers' workflows.
- o On the Transport team, I led the design strategy for the logistics UI for our carriers and farmers.
- o Through discovery, research, and iteration with my squad, we helped customers manage drivers and finances.
- o Built mobile component and illustration libraries for platform design systems.

Lead Product Designer – IDEMIA   8/2018 – 10/2020
- o Led the design of mobile digital identity and identity proofing initiatives; increased conversions by 60%.
- o Built out scalable design system frameworks for global internal and external customer needs.
- o Designed mobile identity solutions to transition personal identification into a new digital era.
- o Collaborated with Fortune 500 customers to improve identity-proofing services.
- o Managed bi-weekly product and design critiques.

Senior Product Designer – Stash   4/2017 – 7/2018
- o Designed retirement and custodial investing account creation for iOS, Android, and web.
- o Led design strategy and research to deliver an MVP of an all-new web platform in under three months.
- o Lifted conversions on registration by 7% with new investment registration experience.

Senior Product Designer – TripAdvisor   4/2016 – 4/2017
- o Led design and research for new iOS, Android, and mobile web registration, onboarding, home, and search experiences. Booking conversions grew by ~2.5% for hotels, ~4% for restaurants, and ~3.5% for attractions.
- o Built and iterated on core components for refreshed mobile applications used by cross-organizational teams.
- o Researched, designed, validated, and iterated on 20+ features for mobile applications.
- o Created and managed monthly usability testing for core use cases.

Senior UX Designer (Promotion) / Senior UI Designer – Hotwire   7/2014 – 4/2016
- o Designed and shipped 20+ features for iOS apps working with product, engineering, analytics, and research.
- o Led working group of designers to drive visual consistency across all of Hotwire's platforms.
- o Participated in corporate re-branding by building a UI guide and providing art direction.
- o Conducted research to develop new personas and determine new product directions.

Senior Interaction Designer (Promotion) / Interaction Designer – Verve Mobile   5/2012 – 7/2014
- o Led the design of 60+ publisher (local NBC news networks) iOS and Android mobile applications.
- o Brainstormed and designed mobile web ads for 50+ brands, including Coca-Cola, P&G, and the NFL.
- o Collaborated with agencies and delivered solutions adhering to brand standards under tight timelines.
- o Mentored junior designers on mobile design best practices.

Web & Mobile Designer – Royal Media Partners   4/2011 – 4/2012
- o Designed the web and mobile application UIs for Royal Caribbean International.
- o Deployed and maintained thousands of items in the e-commerce database.
- o Contributed to the design, production, and editing of onboard lifestyle publications.

Graphic Designer – LivingSocial   *11/2010 – 3/2011*
  o   Designed daily email blasts for subscribers.
  o   Contributed to design of national marketing campaigns by leveraging LivingSocial's new branding.
  o   Collaborated on re-branding of e-commerce website.

EDUCATION
Bachelor of Arts in Graphic Design – George Mason University, Fairfax, VA

SKILLS
UX Design • UI Design • Interaction Design • Motion Graphics • Mobile App Guidelines • Accessibility • Usability Testing
User Research • Information Architecture • Brand Identity • Graphic Design • 3D Design