

William K. Bryan

UX Strategist / Researcher / Designer | English / Spanish / French | Houston, TX | Open to Relocation | (214) 886-0129

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William is results oriented; a self-motivated entrepreneur interested in contributing his varied skill sets and talents to ensure that company profitability and growth maintains upward mobility while assuring user focused engagement. Fully versed in UX techniques, he is able to deliver research-backed, user-centric, visual/interactive solutions. He has owned/operated small businesses and focuses on solution based thinking. His diverse background stems from well rounded experiences in varied fields and his foreign language skills break down communication barriers.

UX DESIGN SKILLS

User Research and User Strategy • User Testing • Personas • Wireframing • Prototyping • User Centered Design • Front-end Programming (Coding) • Responsive Web Design • HTML/CSS • UI Design • Information Architecture • Interaction Design • Storyboards • Service Blueprinting • Qualitative and Quantitative Research • Analytics • Figma • Miro • Canva

UX DESIGN WORK EXPERIENCE

Associate Consultant | **Slalom** | Houston, TX Mar 2022-Aug 2022

- Structured and conducted user research including applying research plans, surveys, personas, customer journey maps/experience maps.
- Participated in UI and business reviews with clients. Ideated with, and on behalf of, both users and clients.
- Worked within and expanded established design systems/libraries.

UX Design Student | **DigitalCrafts** | Atlanta, GA Sep 2021-Jan 2022

- Product Design | **Shadoo!**
 - Assessed current usability and resulted in design alteration recommendations and user-tested working prototypes.
 - Completed using in-person and remote evaluations, Figma, UXTweak, Miro, and Canva.
- Design and Prototyping | **Delta.com**
 - Assessed current usability and resulted in design alteration recommendations and user-tested working prototypes.
 - Independent work
 - Completed using in-person evaluations, Figma, UXTweak, Miro, and Canva.
- Mobile Application Design | **Spotify**
 - Assessed current-state functionality and resulted in design alteration recommendations and user-tested wireframing, mockups and a beta prototype.
 - Completed using in-person and remote evaluations, Figma, Miro, UXTweak, and Canva.
- Site Mapping and Information Architecture | **Hollerbach's**
 - Assessed overall design and practicality resulting in full design overhaul recommendation including revised sitemap and information restructure to improve findability.
 - Completed using remote evaluations, Miro, UXTweak, and Canva.

OTHER PROFESSIONAL WORK EXPERIENCE

Owner | **La Raine's Boutique INC** | Atlanta, GA Sep 2020-Jun 2022

- Strategically evaluated/improved operations, target current business condition/forecast needs.
- Enhanced operational efficiency and productivity by managing budgets, accounts and costs.
- Conducted target market research to scope out industry competition and identify advantageous trends.

Logistics Coordinator | **Namano INC** | Tucker, GA May 2017-Jan 2021

- Monitored imports and exports of goods, adhering to compliance standards across all main carriers.
- Handled high-volume paperwork and collaborated with executives to resolve invoice/shipping problems.
- Developed and deployed strategies to save time and expenses associated with goods movements.

Owner | **G.O. LLC** | Atlanta, GA Jan 2012-Dec 2016

- Devised/deployed sales and marketing tactics for strategic growth supporting revenue growth.
- Oversaw end-to-end business processes to maintain proficiency and profitability.
- Oversaw budget planning and administration/accounting functions and payroll to handle financial needs.

EDUCATION

Graduate of UX Design Program | **DigitalCrafts** | Atlanta, GA

conferred 2022

B.A. | **The University of Georgia** | Athens, GA

conferred 2009