<brent>*larson*

Leader, problem solver, developer, and designer with over 15 years of experience. I maintain a broad perspective by solving business, organizational, and product problems. I build and maintain systems that increase efficiency such as design systems, code component libraries, onboarding documents/scripts, and standardizing processes. Through user research, competitive analysis, and market research, I can help shape roadmaps by determining the most impactful changes that will meet business KPIs and create a product or service that customers will love.

experience

Blackpoint Cyber { JAN 2022–PRESENT }
UX Lead – Sr. UI/UX Engineer

- Led UX design and served as a lead frontend developer for a 2-year project that successfully merged two legacy web apps into a modern React web application
- Named UX lead with responsibility of researching, designing, user testing, frontend development, and interviewing frontend/UI/UX engineering candidates
- Independently developed an engineer onboarding script and document in my first month, reducing onboarding time from a week to as little as a day
- Navigated ambiguous requirements and tight deadlines, shaping requirements and collaborating with the team to deliver projects on time
- Implemented asynchronous processes to streamline communication and feedback across different time zones and countries

Tivity Health { APR 2019–JAN 2022 }
Sr. UI/UX Developer

- Collaboratively developed and designed multiple React projects for Walmart, meeting tight deadlines and adapting to evolving requirements
- Independently learned Cypress testing library in order to mentor our QA's transition to automated testing
- Designed and developed component library to increase flexibility and team efficiency
- Mentored colleagues in frontend development and UX design

Phoenix IxDA { NOV 2018–MAR 2020 }
Co-organizer

- Work collaboratively with co-organizers to plan user-experience design focused events
- Created and delivered a presentation in limited time frame after a speaker dropped out

CVS Health { JULY 2018–APR 2019 }
Sr. UI/UX Designer & Front-end Developer

- Played a key role as the first UX design hire for a new initiative to modernize legacy apps, leading the hiring and mentoring of UX designers
- Collaboratively designed and developed across multiple products and teams simultaneously
- Independently created onboarding site in first month that streamlined the onboarding process for hires across multiple offices
- Created a custom component library and documented it using Storybook

[24]7.ai { JAN 2015–MAY 2018 }
UI/UX Designer & Front-end Developer

- Successfully collaborated with globally dispersed teams in Sweden and India, designing and developing a React app
- Responsible for the design process including stakeholder/user interviews, mockups, clickable prototypes, user testing, analytics, and monitoring user recordings
- Team lead for HTML/JSX & CSS development

education

{ SEP 2004–DEC 2007 }

Minnesota State University Moorhead
Bachelor of Science in Graphic Communications

Magna Cum Laude

skills

Code
HTML / JSX
CSS / Sass
Javascript
React
Accessibility
Auth0
Git / GitHub
WordPress
Bootstrap / Foundations
Responsive Web Design

Design
UI/UX Design
User Research
User Testing
Competitive Analysis
Market Research
A/B & Multivariate Testing
Analytics
Figma/Sketch/XD
Photoshop
Illustrator
InDesign
Brand Development

Other
Leadership
Mentorship
Marketing
SEO
Scrum/Agile/XP

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experience

✴ SyCara Local { DEC 2012–DEC 2014 }
UI/UX Designer & Front-end Developer

· Designed and helped develop a new PHP/Angular web app and custom WordPress site within first year
· Responsibilities included stakeholder/user interviews, wireframes,mockups, clickable prototypes, user testing, and analytics
· Team lead for HTML & CSS development

✴ Local Motors { JUN 2012—DEC 2012 }
Web Designer

· Responsibilities included facilitating stakeholder/user interviews, mockups, clickable prototypes, user tests, HTML & CSS/ Sass development, analytics, email newsletters, and print materials

✴ EmpowHER { MAR 2008–MAR 2012 }
Web Designer

· Promoted within first year and became team lead for HTML & CSS development
· Responsibilities included mockups, print design, presentations, infographics, and email newsletters
· Mentored and supervised junior designer and multiple interns

✴ Nerd Cowboy (freelance) { JUN 2005–PRESENT }
UX Engineer/Design

· Part-time freelance fullstack development and design services