taulars@gmail.com    480.269.2355    Glendale, AZ

# &lt;brent&gt;*larson*

🌐 **NerdCowboy.com**    in linkedin.com/in/**NerdCowboy**    𝕏 x.com/**NerdCowboy**    �－github.com/**NerdCowboy**

Leader, problem solver, developer, and designer with over 17 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

### Hearst Magazines  { MAY 2024–PRESENT }
**Sr. UX Engineer / Front-end Engineer**

- Designed, developed frontend, and conducted user research for a user segmenting tool within 40 days to replace a 3rd party tool that was suddenly being shut down.
- Building out an internal code component library to replace a library that evolved without clear architectural and code standards.
- Leading refactor initiative to enforce code standards by properly configuring linting and type checking, and migrating large portions of the codebase to TypeScript.

### Blackpoint Cyber  { JAN 2022–MAY-2024 }
**UX Lead – Sr. UX Engineer / Front-end 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. UX Engineer / Front-end 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

## education

🎓 { SEP 2004–DEC 2007 }

**Minnesota State University Moorhead**
Bachelor of Science in Graphic Communications

Magna Cum Laude

## skills

### &lt;/&gt; Code
HTML / JSX
CSS / Sass
Javascript / TypeScript
React / React Native
Playwright / Cypress
Jest / Vitest
Contentful / Sanity / Strapi
Accessibility
Auth0 / Okta
Git / GitHub

### 🖌 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*

✴ **[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

✴ **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