**Bryan** McFadden

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UX Designer & Researcher

I enjoy a good challenge. That's why I started my career as a User Experience Designer eight years ago. Utilizing my graphic arts degree and over two decades of development experience, I design and develop UX solutions to simplify complex problems. I'm currently seeking new opportunities where my knowledge and skills can be used to create innovative thinking strategies that result in a delightful user experience.  
  
  
SKILLS

(UX) User Experience, (IxD) Interactive Design, (UCD) User-centered Design, responsive design, (UI) User Interface, visual design, prototyping, UX strategy, simulations, sketches, storyboarding, Heuristic Analysis, Personas, Task Flows, Affinity Diagrams, Contextual Interviews, Usability Testing, Wireframes, Card-Sorting, (IA) Information Architecture, Competitive Analysis, Comparative Analysis, User interviews, Flow Charts, User Journeys, Scenarios, Style Guides, Site Maps, Hi/Lo-fidelity Mock-ups, Agile, Waterfall

PROFESSIONAL EXPERIENCE

**UX Researcher**  
*Flexion, Madison WI 10/2017 – 4/2018*

US Forest Service Christmas tree ePermit Pilot Application

* Recruited, planned, scheduled, and conducted all usability testing sessions. (remote)
* Analyzed quantitative and qualitative data while effectively presenting findings and recommendations to the product owner and stakeholders.
* Distilled research results into actionable feedback enabling data-informed decisions to solve problems effectively.
* Evangelized UX best practices, concepts and design strategies while enforcing US Web Design standards and policies.

**Lead UX Designer**   
*Flexion, Madison WI 6/2017 – 9/2017*

HUD – Disaster Data Project

* Created wireframes and designed the entire UI foundation for the HUD - Disaster Data Portal.
* Conveyed UX design strategies, concepts, proposals and deliverables to business partners through daily remote presentations while also leading remote user discovery and stakeholder workshops.
* Produced information architecture, task flows and page schematics for product owner review.
* Supported UX design implementation for the development team by taking charge of front-end development using tools including HTML, CSS, JavaScript (VueJS), Less and Bootstrap.

**Sr. UX Designer**  
*AT&T (Accenture LLC), Alpharetta GA 9/2016 – 6/2017*

* Developed information architecture, task flows, navigation, site maps, wireframes, mock-ups and prototypes based on product owner requirements and user research data.
* Conducted user card-sorting exercises and created affinity diagrams to validate UX information Architecture strategies.
* Ensured mock-ups met both visual and textual branding standards through creation and ownership of the platform style guides and documentation.
* Developed adaptive layouts to maintain a consistent user experience across products.

**UX Designer/Researcher**  
*Visumpoint LLC, Atlanta GA 1/2016 – 6/2016*

NTM (Notice – to – Mariners Project

* Conducted off-site UX workshops and contextual interviews to gather user data and requirements.
* Created personas, task analysis and flows, competitive analysis, wireframes and simulations while attending weekly remote requirements gathering sessions with business analysts.
* Created user stories for UX deliverables in an agile lifecycle environment.
* Developed prototypes and web pages by using HTML5, CSS3, JavaScript, (JWT) JSON Web Tokens and RequireJS.

**Director of User Experience**   
*AT&T (Accenture LLC), Alpharetta GA 8/2011 – 1/2016*

* Earned an expeditious promotion to Director of User Experience by championing user-centered design principles throughout the organization advocating for simple, innovative and intuitive user interfaces and standards.
* Mentored a team of UX designers while evangelizing client trust through transparency of the UX process.
* Defined and integrated best practices and standards related to UX across the organizational structure.
* Created rapid simulations for stakeholder review and presentations using the tool iRise.

PREVIOUS PROFESSIONAL EXPERIENCE**Lead UI/UX Designer,** *U.S. Army Reserves (TEKsystems), Atlanta GA*  
**CEO/Sr. Animator/Web Developer,** *Fertile Imagination Studios, Newnan GA***Sr. Programming Analyst,** *Department of Defense (SRA International), College Park GA***Software Systems Engineer,** *Department of Defense (Digicon), Fort McPherson GA***Multimedia 3D Artist,** *Home Depot, Smyrna GA***3D Animator/Support Specialist,** *Autodesk, San Rafael CA*

TOOLS

Adobe Photoshop, Illustrator, Bootstrap, Visio, PowerPoint, Word, Excel, Access, WordPress, (CMS) Content Management Systems, iRise, Balsamiq, Visual Studio, Atom, Git, Pug (Jade), Notepad++, Jira, Trello, Confluence Wiki, OneNote, Skype, Zoom, Flash, Dreamweaver, 3D Studio Max, Maya, Server 2012, Windows, MacOS, GUI, user interface development

LANGUAGES

HTML5, CSS3, JavaScript, Vue.js, jQuery, Angular.js, Nodejs, NPM, Underscore.js, RequireJS, XHTML, Dojo, AJAX, C#, JSON, SQL, MySQL, PHP, .NET, ASP, XML, ActionScript, isotope.js, ECMAScript, ColdFusion, ActionScript, Markdown

EDUCATION

**.NET Certification** - Chattahoochee Technical College, Kennesaw GA   
**A.A. in 3D Computer Animation** – Art Institute of Atlanta, Atlanta GA