

Bryan Sebesta

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I'm a Product Designer with 5+ years of experience. I've led UX design on 20+ agency projects for clients such as Headspace, US Veteran's Affairs, Wynn Resorts, Nike, Gerber, Nestlé, Autotrader, and Amazon. I'm passionate about collaborative design, close contact with real users, and cutting-edge design practices.

EXPERIENCE

Senior UX Designer

Jun 2017 - Jan 2023

RAIN Agency, New York City, NY

Led strategic thinking around use cases for conversational AI products. Led design strategy; concepting with storyboards and user flows; design of visual / voice wireframes and prototypes; planning of user research, primarily through user interviews, usability testing or surveys; and UX writing / information architecture.

- For Wynn Resorts, reduced concierge call volume through a voice-first UI built on Amazon Alexa and available in 5,000 rooms
- For US department of Veterans' Affairs, made prescription management for veterans more accessible and intuitive through a voice-first, multimodal interface working with the VA's API
- For Nestlé, created an omni-channel voice-first UI for Dutch Nespresso users and created an analytics dashboard for Nestlé executives to see impact of conversational AI / UX across the company
- For Headspace, I designed an omni-channel strategy / product for guided meditations via Alexa and Google Assistant, with 1.7 million users in first year and an 80% satisfaction rate

UX Project Manager

Apr 2017 - Jun 2017

BYU Office of Information Technology, Provo, UT

Conducted research on how multimedia tools were being used by teachers at Brigham Young University. Designed wireframes and prototypes and led early implementation of these designs.

UX Researcher

Oct 2016 - Jun 2017

Bloom Built, Inc., Lehi, UT

Planned and conducted qualitative research, mainly through ethnographic and contextual interviews. I led usability testing on current users of the Day One journal app (in-person and remote). I analyzed learnings, drawing insight on how the app was used and potential improvements.

EDUCATION

Shift Nudge / Figma Academy

Jan 2022 – Feb 2023

Dual online courses in modern interface design / Figma

Bachelor of Arts (B.A.) - English

Sep 2011 - Jun 2017

Brigham Young University, Provo, UT

SKILLS

UX Design, Rapid Prototyping, Figma, UX Research, Usability Testing, UX Writing, Information Architecture, Design Critiques, Agile / Scrum, HTML / CSS, Conversational UI Design