# Adric Gudbranson

## Senior UI/UX Designer

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Ottawa, Canada

## EXPERIENCE

### Senior UI/UX Designer

Western Digital

April 2020 - Present -  2.5 years, Remote

At Western Digital I am the lead UX Designer for the ArmorLock platform. I was responsible for;

- Facilitating our End-to-End design process
- Managing task between multiple designers
- Collaborating with Program and Product Managers, Engineers, Developers, QA, and other Designers
- User Research, IA, user journey mapping, prototyping, user testing, and visual design
- Updating and maintaining the ArmorLock Design System

### User Experience Designer

betterU

Aug 2015 - Oct 2019 · 4 yrs, Ottawa

While at betterU, I worked with stakeholders, developers, and members of the design team to design the eCommerce platform on web and mibile plaforms.

- Maintained web and Android Design System
- Led a small team of designers through our design process
- Engaged with our user base to identify pain points and needs
- Conducted surveys and workshops to identify future feature iterations

### Creative Lead

Lee Hecht Harrison Knightsbridge

Aug 2012 - Jul 2013 - 1 year, Ottawa

Led the Creative Team in the design and development of eLearning courses for companies such as; Nike, BMW, Scotia Bank, Privy Council, CBSA, and Service Canada.

### International Design Team Lead

iPal

May 2010 - Mar 2012 · 2 years, Ottawa

I was responsible for designing and developing eLearning Software products for corporate clients. I was also responsible for updating the company website.

## EDUCATION

### Interactive Multimedia Design and Development

Algonquin College

2008 - 2010, Ottawa

## INDUSTRY KNOWLEDGE

Product Design

User Interface

User Experience

Interaction Design

Wireframing

Journey Mapping

Rapid Prototyping

Design Systems

User Testing

## TOOLS

Figma, Sketch, Adobe XD, Photoshop, After Effects, Illustrator, Zeplin,

## OTHER SKILLS

HTML, CSS, jQuery