

Adric Gudbranson

Senior UI/UX Designer

Motivated professional with a career portfolio showcasing exceptional end-to-end design and implementation across dynamic, fast-paced environments. Astute and analytical problem solver with proficiency in user testing, analysis and validation. Results and detail-oriented team player who applies critical thinking and eagerness to learn new technologies and tools to drive continuous process, product and service improvement.

EXPERIENCE

Senior UX/UI Designer, Western Digital

April 2020 - Jan 2023 - Remote

Currently spearheads and leads cutting-edge UX design for the ArmorLock platform.

- Drives and facilitates state-of-the-art, end-to-end design process, prioritizing and managing competing demands and tasks with multiple designers and collaborating in cross-functional, interdisciplinary ways with program and product managers, engineers, developers, and quality assurance agents.
- Develops, refines and maintains unwavering focus on user research, information architecture, journey mapping, prototyping, testing and visual design, to promote procedural fluidity in ArmorLock Design System environment; clearly communicates key missives and critical updates across team, departmental, business, organizational and geographic lines.

User Experience Designer, betterU

Aug 2015 - Oct 2019 · 4 yrs, Ottawa

Liaised with stakeholders, developers and design teams on eCommerce for web and mobile platforms.

- Maintained first-rate web and android design system, led specialized team of engineers through process, and engaged with vast and expansive user base to expediently identify pain points and highly customized needs; conducted illuminating surveys and workshops to discover and deliver future feature iterations.

Creative Lead, Lee Hecht Harrison Knightsbridge

Aug 2012 - Jul 2013 - 1 year, Ottawa

Headed creative design and development of eLearning courses for high profile companies and organizations such as Nike, BMW, Scotiabank, Privy Council, CBSA and Service Canada.

International Design Team Lead, iPal

May 2010 - Mar 2012 · 2 years, Ottawa

Designed and developed eLearning software products for corporate clients and updated company website.

EDUCATION

Interactive Multimedia Design and Development, Algonquin College

2008 - 2010, Ottawa

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SKILLS

Product Design
User Interface
User Experience
Interaction Design
Wireframing
Journey Mapping
Web, Android & iOS
Rapid Prototyping
Design Systems
User Testing
Strategic Planning
Process Streamlining
HTML
CSS
JavaScript

TOOLS

Figma
Sketch
Adobe XD
Photoshop
After Effects
Illustrator
Zeplin
Github
CLI