Adric Gudbranson

Senior UI/UX Designer

Motivated professional with a proven track record in end-to-end design and implementation. Skilled in user testing, analysis, and validation, with a focus on driving continuous improvement.

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Ottawa, Canada

EXPERIENCE

Senior UX/UI Designer, Western Digital

April 2020 - Jan 2023 - Remote

- Led UX design for ArmorLock platform
- Managed competing demands and collaborated cross-functionally
- Focused on user research, information architecture, prototyping, testing, and visual design
- Effectively communicated updates and messages across the organization

User Experience Designer, betterU

Aug 2015 - Oct 2019 · 4 yrs, Ottawa

- Improved eCommerce experiences across web and mobile platforms
- Conducted surveys and workshops to identify user pain points and customized needs
- Engaged with user base to gather feedback and inform design decisions

Creative Lead, Lee Hecht Harrison Knightsbridge

Aug 2012 - Jul 2015 - 3 year, Ottawa

- Led creative design and development of eLearning courses for high-profile clients
- Managed end-to-end process from client collaboration to timely delivery of eLearning content

International Design Team Lead, iPal

May 2010 - July 2012 · 2 years, Ottawa

- Designed and developed eLearning software products for corporate clients
- Updated company website to improve user experience and brand awareness.

EDUCATION

Interactive Multimedia Design and Development, Algonquin College

2008 - 2010, Ottawa

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