

# Adric Gudbranson

Product Designer

## EXPERIENCE

### Senior UX/UI Designer, Western Digital

April 2020 - Jan 2023 | Remote

As Lead UX/UI Designer for the ArmorLock platform my responsibilities included:

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

### UX/UI Designer, betterU

Aug 2015 - Oct 2019 | Ottawa

As betterU's pioneering designer, I swiftly embraced the role of a design advocate, passionately championing improved standards and streamlined processes across the entire company.

- Led design for enterprise SaaS Learning Management System (LMS), including user research, stakeholder interviews, and user story mapping.
- Created intuitive workflows, and prototypes, guiding product design.
- Executed visual design and interaction design adhering to brand guidelines and conducted user testing.

### Creative Lead, Lee Hecht Harrison Knightsbridge

Aug 2012 - Jul 2015 | Ottawa

Used a user-centered design approach throughout the creative design and development of eLearning courses for high-profile clients.

- Led a small team through the end-to-end design process to deliver eLearning content

### Interactive Multimedia Developer, iPal

May 2010 - July 2012 | Ottawa

- Utilized HTML, CSS, JavaScript, and Adobe Creative Suite to create engaging and interactive multimedia experiences on various digital platforms.

## 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

Miro

Photoshop

After Effects

Illustrator

Zeplin

Github

CLI