

Hello

I'm Brian Bureson

Experienced product designer and leader with a record of delivering world-class experiences across wearable, mobile, web, and desktop platforms for both consumer and enterprise products.

System-level thinker skilled in strategic problem-solving, interaction design, UI design, user research, prioritization, and design thinking methods to align customer and business value.

Phone: 1-858-229-0003

Email: brian.bureson@gmail.com

Website: www.bureson.com

LinkedIn: <https://www.linkedin.com/in/bureson/>

Highlights

- Conversational design for chatbots and digital assistants
- Search and generative AI experiences
- Android, iOS, and responsive web design
- Builder of scalable design systems; Figma auto-layout practitioner
- Wireframes, task flows, information architecture, prototypes, specifications
- UI design, layout, typography, visual design
- User research, user testing, card sorting, tree testing, metrics, KPIs
- People and product management
- Servant leadership style; hands-on approach to coaching and mentoring
- Certified SAFe 4 Practitioner (SP) and Certified Scrum Product Owner (CSPO).
- [5 US patents](#) and [2 medical device excellence awards](#) for the [t:slim insulin pump](#)
- Advanced user of Figma, Sketch, Invision, Zeplin, Omnigraffle, Adobe CC (Ps, Ai, Id, Fl), UserZoom, UserTesting.com, Optimal Workshop, Ethnio, JIRA, Confluence

Experience

JUNE 2018 - PRESENT

Oracle, Denver, Colorado - *Principal UX Designer*

- Design lead for search experiences across the MyOracle ecosystem, including generative AI experiences in search and conversational design for HR and IT support chatbots
- Led a successful global redesign of over 100+ websites globally across MyOracle
- Redesigned a robust, scaleable, accessible navigation system for MyOracle
- Facilitated strategic design thinking methodologies that have helped senior leadership teams be more strategic and mindful

OCTOBER 2017- MAY 2018

Craftsy/NBC Universal, Denver, Colorado - *Lead UX Designer*

- Led user research, interaction design, and mobile UI design for a subscription video streaming service and e-commerce platform
- Successfully delivered insights through card sorting, tree testing, and user testing resulting in IA and navigation improvements leading to enhanced content discovery and satisfaction
- Introduced System Usability Scale (SUS) and educated the team on how to benchmark and baseline usability of the web and mobile apps.
- Established and tracked UX metrics across e-commerce and subscription video apps

MAY 2016 - JULY 2017

MassRoots, Denver, Colorado - *Director, Design and User Experience*

- Led all design activities for a former social network dedicated to cannabis users
- Worked directly with the founders to identify and prioritize opportunities
- Redesigned the iOS, Android apps, design system, company branding, as well as the company and investor website
- Managed a team of designers and built a culture of trust and passion across the design, engineering, and product teams

JUNE 2015 - OCTOBER 2015

Motorola, Sunnyvale, California - *Principal UX Designer*

- Led interaction design for the Moto 360 smartwatch. Designed enhancements allowing customizable watch complications on the various watch faces offered by Motorola.

AUGUST 2011 - JUNE 2015

Skype / Microsoft, Palo Alto, California - *Senior UX Designer*

- Led the design of Skype for Android phone and tablet across multiple releases, increasing usage/adoption to over 100m users and ensured coherence between Skype's brand and the Android platform design systems
- Improved the Google Play store rating from 3.5 in 2011 to 4.3 in 2015
- Led the design of Skype Qik (for iOS, Android, Windows Phone), a video sharing app launched to facilitate sharing short videos; managed a team of 6 designers and engineers
- Contributed to Skype for Windows 8, Lync for Windows 8, and Lync for Android.

FEBRUARY 2011 - JULY 2011

GoTV Networks, San Diego, California - *Senior Manager, User Experience*

- Managed a team of 2 visual designers supporting 5 product managers across 20+ products, such as NFL 2011 for Android and Sony Crackle for iPad

AUGUST 2008 - FEBRUARY 2011

Tandem Diabetes Care, San Diego, California - *Senior UX Designer*

- Led the design of an award winning touch screen insulin pump for type 1 diabetics
- Conducted generative research, interaction design, and built prototypes with designs that were validated in summative user testing over several iterations.
- Recruited a high performing UX team as the team needs grew
- Worked directly with the FDA to prepare the design for FDA approval
- Research has shown a 27% reduction in time to train patients due to the onboarding and personal profiles functionality, and a 65% reduction in use errors due to the insulin on board, and bolus functionality versus competitive pumps from other manufacturers

SEPTEMBER 2007 - MAY 2008

DivX, San Diego, California - *User Experience Engineer*

- Conducted usability research, focus groups, heuristic evaluations and provided validated suggestions for improving DivX's products
- Influenced the DivX Connected experience to stream DivX media files from anywhere in the house from a central server. Precursor concept to Apple TV.

AUGUST 2004 - FEBRUARY 2007

Nokia, San Diego, California - *User Interface Designer*

- Designed user interfaces, icons, interaction wireframes, concepts, prototypes, and final art for BREW, J2ME and Windows Mobile-based applications

MARCH 2002 - April 2005

DataCoach, San Diego, California - *Head of Design and Product*

- Led product design and development for a Windows-based software application for youth sports (soccer, field hockey, and football).
- Managed a team of 2 designers and 10 software developers distributed globally.

AUGUST 2000 - FEBRUARY 2004

Kontron, San Diego, California - *Senior Technical Writer*

- Designed, wrote, and maintained online help systems, product manuals and quick reference guides complete with technical illustrations.
- Introduced usability research as a method to improve the fidelity of the documentation

Education

AUGUST 1994 - MAY 1999

San Diego State University, San Diego, California - *Bachelor of Arts, English*

Graduated with an emphasis in technical communication and completed all coursework for the certificate in Technical and Scientific Writing.