

Hi, my name is Brady,

A seasoned UX Design Architect with over 16 years of experience. I have extensive expertise in interaction design, information architecture, AI, servant leadership, and emotional intelligence.

I am interested in joining a team that embraces visionary design approaches with an eye on the future while addressing present-day challenges. I seek learning opportunities, while also being able to mentor and coach others. I hope to find a highly collaborative role that requires orthogonal responsibilities to aid in connecting people, teams, and systems.

Throughout my career, I have consistently demonstrated my ability to lead and execute complex UX design projects, from concept to launch. I am adept at translating business objectives into user-centered

design solutions that drive engagement, increase adoption and enhance brand perception.

My passion for design extends beyond the creation of beautiful experiences; I am deeply invested in understanding user needs, behaviors, and motivations. User research, accessibility, empathy, and rapid prototyping are a staple in my design process.

I seamlessly partner with engineering and product stakeholders, fostering alignment and building trust. My experience crafting impactful design proposals and engaging with senior leadership, including Vice Presidents and executives, has been instrumental in driving business growth and achieving organizational objectives. As a thought leader, I relish the opportunity to share my expertise through public speaking engagements, such as Dreamforce, where I inspire others with insights on the design process, AI in design, leadership, and negotiation.

My background in animation, web development, marketing, and systems design allows me to be highly versatile, and able to solve vast amounts of design problems in a multitude of ways. I embrace discomfort and confidently move toward challenging situations.

A servant leader by nature, I prioritize empowering others to achieve their full potential. I cultivate enduring relationships through empathy, vulnerability, and trust.

My top Values

I love

Curiosity

Courage

Temperance

Learning

Volunteering

Stoicism

I appreciate your time and consideration. I'm excited to share more about how my contributions could help elevate any design environment.

SUMMARY

Multi-disciplinary UX Design Architect with over 16 years of experience. Focused on user-centered design solutions that drive engagement, increase adoption, and enhance brand perception. Proven track record leading and executing complex projects from concept to launch, collaborating with CEO-level stakeholders.

RECENT EXPERIENCE

UX Architect | Focused on Generative AI

Salesforce, 2016–Current, San Francisco

- **Leading generative AI design** for Salesforce experience services, a direct group of 1200+ impacting almost the entire ecosystem – roughly 1.3 million components. Led design for one of the most critical applications; a prompt authoring tool that enables almost every internal business unit to integrate AI into their product offerings.
- **Revolutionized Flow Builder** a visual automation tool at the center of the Salesforce Ecosystem. This tool empowers internal and external teams to integrate business process automations and logic into their solutions. Flow Builder boasts numerous industry-first features and patents, and it is fully accessible, contributing to a remarkable 47% YoY growth, and averages 15M+ monthly users.
- **Led design on Offline Briefcase** enabling service reps at companies like Vestas Wind Systems and Coca-cola to access critical data in the field in mobile devices when offline. This design work influenced a 44% YoY growth
- **Reimagined Notifications Platform.** Notifications impact every Salesforce business unit and is essential to customer confidence and peace of mind. The notification platform sees 817k unique notifications per month.
- **Redesigned Experience Builder & led design on CMS.** Experience services is a \$1B business unit enabling businesses to create web and hybrid application solutions leveraging CRM and CMS data using drag-and-drop interfaces. This design work contributed to a 43% YoY growth for Experience Services that has 20M users a month. Designed multiple components and patterns used by the entire design org of roughly 350+ designers

Lead UX Designer | Digital Advertising Platform

Yahoo!, 2014–2016, San Francisco

- Led design of the demand side and supply side advertising products. Partner on the Yahoo design system.

Lead UX Designer | Digital Advertising Platform

Brightroll, 2012–2014, San Francisco

- Researched, tested, and designed the Brightroll programmatic ad platform that served over 700 companies small to large, from retail to hospitality. The design work contributed greatly to the a \$640M acquisition by Yahoo!
- Developed a code based design system, before design systems. As a result 50+ engineers were able to more accurately and efficiently develop UI's.

ADDITIONAL EXPERIENCE

- Lead UX Designer at eBay on the UXED prototyping and research team
- Lead UX Designer at TOUT on the mobile application team
- Web Development Instructor Academy of art University
- Lead Motion/VFX Designer at NBC Sports

EDUCATION

- Academy of Art University: New Media Design
- Sonoma State University: Bachelor of Science in Business Marketing

SKILLS

- Generative AI / Prompt Design
- Research
- Interaction Design / Prototyping
- HTML / CSS / JS / GIT
- Systems Design
- Public Speaking
- Mentorship / Coaching / Leadership
- Motion Design

ACHIEVEMENTS

- Multiple patents (design and Utility)
- Codie Award Brightroll DSP
- Accessibility Champion Salesforce
- Codepen Prototype Top 100
- Dreamforce Talk awarded Best of Dreamforce 2023
- Dreamforce booth design resulted in 1700+ unique visitors.