



KEVIN BRAUN

USER EXPERIENCE LEADER, EDUCATOR, & AUTHOR

CONTACT

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SUMMARY

I have over 20 years of leadership experience managing teams of UX designers and developers. In that time the work I have done has improved experiences for world-class companies including UpToDate, Google, Samsung, Rolex, Harvard, MIT, Cisco Systems, and Keurig.

I've also worked with other industry leaders in healthcare, insurance, automotive, mobile devices, luxury apparel, and consumer goods.

EDUCATION

Bachelor of Fine Arts 1995
Screen Based Design and Animation
University of Massachusetts - Dartmouth

Certified Usability Analyst 2011
Human Factors International

SKILLS

UX Team Management & Strategy
Heuristic Evaluations
Usability Testing
Quantitative / Qualitative Research
Persona, Scenario, Use Case Development
Information Architecture
Interaction Design
Wireframe / Storyboard Development
Interactive Prototyping
UI Design
HTML / CSS Development

EXPERIENCE

Mar 2020 - Present
**Principal
UX Strategist
at Braun Interactive**

Sep 2019 - Mar 2020
**Consulting
Head of Product
at CloudTruth**

At Braun Interactive I have been splitting my time between two large initiatives:

- I am currently wrapping up production on my book that will be published by Wiley in July 2020
*From Chaos to Concept:
A Team Oriented Approach to Designing World Class Products*
- I am also authoring a new college-level introduction to UX course

I worked with the founders of CloudTruth to explore the market fit potential of their initial cloud configuration management concept. I led the design of a testable MVP and conducted market fit as well as user research to validate the approach.

Although the results of the market fit testing were not what the team had hoped, it clearly established that the team should pivot. The new direction was focused on serverless computing and since I have no experience in that industry my contract ended.

During my contract I helped the CloudTruth team:

- Define their goals, strategies, and objectives
- Create personas, scenarios, and use cases based on the objectives
- Facilitate divergent design exercises to better understand the teams' thoughts on how to approach designing and building the first market wedge project
- Conduct convergent design sessions to help narrow our focus and define the first major milestones
- Iterated on wireframes and storyboards to ensure that the content, interactions, and flow support the user in completing their tasks
- Conduct usability research to validate our approach
- Set up Google Analytics and Mouseflow so the team has visibility into how the systems are performing

TOOLS

Usability Testing

Sketch
Figma
Balsamiq
InVision
Adobe Xd

Information Architecture

Optimal Workshop
Sketch
Figma
Illustrator

Interaction Design

Sketch
Figma
Axure

User Interface Design

Sketch
Figma
Adobe Xd
Illustrator

User Interface Development

HTML
CSS
JavaScript

Analytics

Google Analytics
Omniture
Mouseflow

EXPERIENCE

Sep 2018 - Sep 2019

Director of User Experience at Momentum Design

At Momentum Design Lab I managed and mentored a team of UX designers that served clients worldwide. We worked with large multinational companies on 7 figure projects as well as small Silicon Valley startups spending just enough to test and iterate on a few options. The work we delivered ranged from direct-to-consumer products to B2B SaaS platforms.

Some achievements include:

I led the strategy workshops and managed the team of designers that researched issues with Twilio's billing console, presented observations and recommendations, and delivered designs to reduce time on task and error rates.

"Momentum Design Lab put in the effort to understand the project quickly and develop solutions. Our business model is quite complicated, but they always asked the right questions. Their expertise regarding UI/UX design is phenomenal. Their findings positively influence the way customers interact with our platform."

- Product Manager, Twilio

I managed the team that worked with Reltio to identify and prioritize usability issues. From there I mentored the Jr. Designers that iterated on wireframes and storyboards with the Reltio team resulting in a cost-effective staff augmentation solution that successfully extended the capabilities of the Reltio team.

"The Momentum team impressed the internal staff with their bold, daring design suggestions that resulted in highly positive results. Despite the complex scope and requirements, they managed to deliver the final UI/UX on time and within the given budget."

- Director of Product Management, Reltio

I led the strategy workshops and research efforts for this engagement with Resfrac while mentoring a mid-level designer on both of those processes. I then provided guidance and feedback as the designer worked with the client to create and iterate on design solutions for their complex geological modeling tool. Once the design phase was completed, I worked with the client to help guide the development process while the designer handled the production work to produce support materials to ensure a successful hand-off.

"Momentum Design Lab provided top-notch frontend designs that are both professional and easy to navigate...Despite the complexities of our product, they were able to manage all of the challenges and came up with an elegant, good-looking interface."

- CEO, Resfrac

CAREER INTERESTS

Healthcare
Alternative Energy
AR and VR
Embedded Systems

EXPERIENCE

Oct 2016 - Sep 2018
**UX Architect at
Cox Automotive**

At Cox Automotive I worked with the analytics team to distill our data into actionable information for our customers.

On a day-to-day basis I worked with the product, marketing, and development teams to build and refine our analytics product based on the opportunities we uncovered during quantitative and qualitative research sessions.

Feb 2014 - Oct 2016
**UX Strategist at
Braun Interactive**

At Braun Interactive I worked to help my clients use quantitative and qualitative data to iteratively improve performance on their key business objectives.

Once opportunities for improvement were identified I designed wireframes, storyboards, and prototypes to be tested with users.

After the solutions had been tested and approved I created and developed the front-end design, HTML markup and CSS required to support the new interactions.

Finally, I monitored the results via analytics and begin the process of iteration again.

Jun 2012 - Feb 2014
**UX Architect at
Competitive
Computing**

At Competitive Computing I worked to make sure User-Centered Design processes were tightly integrated into their SDLC. My efforts were focused on establishing methods and artifacts that delivered improved ROI to their primary client Keurig while mentoring staff on UX best practices.

Mar 2011 - Present
**UX Design Adjunct
Professor at
Champlain College**

I currently teach courses on User-Centered Design, HTML5 and CSS3 at Champlain College.

In the past I have instructed courses on game programming and design for mobile devices.

Jul 2011 - Jun 2012
**User Experience
Manager at Draker**

At Draker I managed all usability efforts. I worked with the executive team to create the personas, scenarios and use cases that served as the foundation for the product roadmap. I also worked with Draker's sales and project management teams to establish a Customer Advisory Board. We established the Customer Advisory Board to help give us better insight into what problems our customers were facing and to better understand how our solutions were performing in real life situations.

With this new user centered focus, the team was able to identify, design and develop a new set of industry first financial analysis tools that then became Draker's highest level service offering.

These improvements helped Draker win a Bloomberg New Energy Pioneer Award and also helped position the company for their merger with Solar Power Technologies while securing an additional \$8 Million in funding.

PERSONAL INTERESTS

Experimental Photography

Hiking

Kayaking

3D Modeling / Animation / Printing

EXPERIENCE

Aug 2009 - Jul 2011

Senior Web Designer at Vermont Teddy Bear

As the Senior Web Designer I led the usability and design processes for all new initiatives at Vermont Teddy Bear and its sister companies.

The interactions and interfaces that I designed for Pajamagram.com reduced the steps required to complete a key user flow by 50% and measurably improved order completion rates while providing a \$9.00 bump in average order value.

Jul 2007 - Jul 2009

Senior Web Designer at Mobicious Inc.

As the Senior Web Designer at Mobicious Inc I worked with a small team of highly skilled designers, engineers, and marketers to develop cutting-edge mobile centric websites. In a typical day I worked on projects ranging from designing the mobile view of their social media site to programming the presentation layer of their mobile directory.

Jun 2003 - Jul 2007

Marketing Webmaster at UpToDate Inc.

At UpToDate, I was responsible for the user experience of uptodate.com, utdol.com, and their eCommerce storefront.

The improvements I designed allow doctors to find the most accurate, peer-reviewed, answers to their clinical questions while reducing their error rate and overall time on task.

UpToDate filed a patent application for one of the interaction patterns I designed and this work, along with a complete UX overhaul of UpToDate's online properties, helped position the company to be acquired by Wolters Kluwer in 2008.

Jul 1999 - Jun 2003

Director of Interactive Media at Barrett Communications Inc.

Under my direction, the team of designers and developers at Barrett Communications served world-class clients such as Cisco Systems Inc., Upromise.com, MIT, Harvard, and Massachusetts General Hospital.

Projects that I managed for these clients include complete corporate web solutions, application interface development, data driven content management solutions, 2D and 3D promotional animations, and Flash based online games.

Jun 1997 - Jul 1999

Multimedia Developer at Bali Hai Interactive

I worked with a small team to develop 270 call center training modules for Prudential.

Jun 1995 - Jun 1997

Multimedia Developer at Barrett Communications

I worked with Barrett's design team to build their interactive offerings. The services we produced included complete website, CD ROM, and corporate presentations.