BRYAN ANAYA

www.linkedin.com/in/bryananaya/ | 559-936-6168 | bryan@bryananaya.com | Austin, TX

SENIOR LEADERSHIP

COMBINING DESIGN & ENGINEERING EXPERTISE TO AMPLIFY BRAND STRATEGY, STORYTELLING, & REVENUE GROWTH

UI/UX MANAGEMENT ▪ DESIGN & ENGINEERING DIRECTION ▪ TEAM LEADERSHIP & DEVELOPMENT

DYNAMIC & VISIONARY EXECUTIVE with hands-on experience building top teams, guiding the strategic design direction, and providing world-class digital experiences for small through enterprise organizations. Thought leader in guiding teams to deliver powerful user experiences and building innovative tools and products that drive measurable results. Played a key role in developing original design systems at Microsoft; world-class design systems, internal platforms, and native applications at Indeed.com; and the original UX strategy, processes, and team at BrainGu.

KEY STRENGTHS: People Management | Culture Building | User Experience | Social & Interactive Media
Customer Experience | Design Trends & Technology | Data Analysis & Customer Insights | Mobile & Web
User-Centered Design | Tools & Systems Design | Product Management | Enterprise Solutions

CAREER HIGHLIGHTS

BrainGu | Grand Rapids, MI (Remote) | 2021-Present

Director of UX & UI

Recruited to guide customer-centered user experience vision, strategy, design methodologies, systems, tools, and processes to enable product engineering teams to deliver a world-class user experience. Build, scale, and lead a top team to deliver shared design systems, tools, and patterns to deliver elegant solutions.

- **Serve as transformational leader** building the first UX organization and fostering design as a behavior.
- **Recognized as design thought leader for building a cohesive design vision** and customer experience, evangelizing customer-centered design solutions, and combining design and system thinking to drive results.
- **Built teams, strategies, and plans to deliver UX projects for the Air Force and Space Force** delivering projects above expectations and earning recognition by the Chief of Staff for the Air Force.
- **Expedited development efficiency** by adopting a design system and owning front-end development.

Indeed.com | Austin, TX | 2017-2021

Senior Manager, UX & Design Engineering

Led and designed usable, accessible, and engaging digital experiences for the web and mobile. Partnered and collaborated with UX leadership and product and technology teams to unify UX across business units, develop a consistent end user experience, and create industry leading digital products.

- **Created an atomic based design system** from scratch and owned design decisions leveraging user-centered design principles. Led design engineering, visual design, and digital product design.
- **Built, scaled, mentored, and led a team of 25 managers and staff** across Job Search, Design System Internal Platform, Native apps, and Incubators/Labs to deliver measurable impact and powerful user experiences.
- **Led a UX and Engineering team to redesign and architect Indeed's new platform and user experience** alongside design system team. Executed organization-wide roll out with 100% adoption in design within three quarters.
  - Collaborated across five business units to align OKRs, priorities, and timelines for new brand and design.
- **Achieved $500K in recurring annual cost savings** by streamlining design application licensing procedures.
- **Played a key role in scaling the design engineering team from 5 to 80+** using inclusive hiring strategies.
- **Optimized usability and accessibility by driving WCAG compliance** and leading organization-wide training.

General Motors | Austin, TX | 2016-2017

Senior Lead Front End Developer

Developed software applications using sound, repeatable, quantifiable, and industry standard methodologies. Designed and developed software and solutions, updated existing software, and resolved complex business issues.

- **Led a team of full stack and front end developers in maximizing operational and marketing efforts** by building customized marketing and re-marketing websites as well as an organization-wide web framework.
- **Advanced the design mindset** by driving UI optimizations across all projects and teams. Partnered with cross-functional teams (business, analysts, and UX designers) to deliver a top customer experience.

Allovus | Seattle, WA | 2011-2016

Senior User Experience Designer

Partnered with cross-functional stakeholders to implement user-centered and data-informed designs. Created mood boards, storyboarding, wireframes, mockups, prototypes, user flows, and information architecture diagrams. Mapped customer journeys, prioritized scalable information architecture, and built intuitive interactions and prototyping.

- **Built a web framework for Microsoft (5K+ properties)**.
- **Led a top team to consolidate diverse tools into a unified UI/UX experience.**

Microsoft | Seattle, WA | 2007-2011

User Experience Designer

Delivered innovation across the design process including sketching, prototyping, storyboarding, information architecture, interaction design, and usability. Served as advocate for championing user-centered design practices.

- **Built prototype applications for Outlook Web App (OWA)** playing an integral role on the Exchange UX team.
- **Unified the design and development teams serving as subject matter expert in both areas** to unite strategy, brand, projects, and initiatives.
- **Designed and optimized key product features and UX voice** working closely with program managers.

Previous Experience:

Flash Developer (The New Group), **Interactive Designer** (AT&T), **Senior Product Designer** (Microsoft)

EDUCATION & CREDENTIALS

Bachelor of Science, Multimedia & Web Design | ART INSTITUTE OF CALIFORNIA – LOS ANGELES

Diplomat Level 2, Frontline Management, Leader Level 3, Strategic Level 2 (Dale Carnegie)

UX Certification Specialization in UX Management (Nielsen Norman Group)

TECHNOLOGY

Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator), HTML, CSS/SCSS, JavaScript, WCAG 2.1 AA, Design Systems, Mac / Windows, Lesser Extent, PHP, React, MySQL