

# BRIAN PORTER

Minneapolis MN 55443 ■ 612.242.0663 ■ [Brian@Bucca.com](mailto:Brian@Bucca.com) ■ [Portfolio](#) ■ [LinkedIn](#)

---

## SR. PRODUCT UX DESIGNER & PRACTICE LEAD EXCEPTIONAL MOBILE UX EXPERIENCE

A rewarding high impact career in app-centric, product ux design, with an extensive background building businesses and mentoring teams. History of directing the delivery of complex solutions for large organizations like 3M, Air Products, Boston Scientific, Ecolab, FedEx, Hallmark, Kohl's, Medtronic, Merck, Target, Tesco, and Walmart. **Co-Founder of iFactr, acquired** by Fortune 600, Zebra Technologies (formerly Motorola Solutions) where I served as the Director of Experiences of Global Solutions.

**Master of Delivering** breakthrough, yet simple, solutions from the design of long-term strategies to the execution of high impact application experiences that deliver measurable business results

**Hands-on Leader** who thrives in a fast-paced environment with extensive experience working in matrix and geographically dispersed markets alongside executive leadership, product and development teams

**Team Builder** with a combination of an empowering and motivational style of leadership. Proven track record for creating dynamic cross functional teamwork to drive new areas of innovation and business expansion

**Results Driven** by combining clear strategic vision and innovation with execution we achieved record growth for 6 consecutive quarters while at Zebra Technologies

---

### PROFICIENCIES

User Experience & Mobile Strategy ■ Multi-Platform Design Systems ■ Retail Futurist  
Service Design ■ Multi-Modal UI/UX ■ Serial Entrepreneur ■ Turnaround Artist ■ Design Thinking ■ Lean Startup

---

### EXPERIENCE & ACHIEVEMENTS

#### **BUCCA** 2017-Present Minneapolis, MN

Personal consulting practice for mobile strategy, user experience design and development specializing in multi-platform mobile applications.

##### **Principal**

Principal consultant with tasks including project scoping/design, product and service UX design for web/mobile, business concepts to designed experiences, and the management of a distributed team.

- **Product Owner** (8/18 - 5/19) – Guided the launch of an enterprise APIs DaaS platform featuring blockchain solutions (Zebra)
- **Sr. Product UX Designer** (11/17 – 6/18) – Led strategic design of a modular portal for in-store communication systems (Zebra/Lowes)
- **Side Hustle** - Planning & product design phase of a customer-centric take on retail, managing the C2B product lifecycle with blockchain
- **Side Project** - Integration of my open source “design system”, into mobile & web frameworks to bridge the design to development gap
- **Work Samples** - [Portfolio](#)

#### **ZEBRA TECHNOLOGIES** 2015-2017 Mendota Heights, MN

Zebra builds tracking technology and solutions that generate actionable information and insight, giving companies visibility into their businesses, giving physical things a digital voice as a cornerstone to Internet of Things. In 2014, Zebra acquired Motorola Solutions, tripling their revenues.

##### **Director of Experiences** 2016-2017

Promoted to take the lead on providing a visionary outlook for application solutions across Zebra's global portfolio. Led the user experience of a large portfolio of service designs and cross-product initiatives, ensuring they met strategic business and user experience objectives.

- Regularly trusted to deliver visionary retail experiences to **C-level executives at Fortune 50 companies (Target & Walmart)**
- Re-envisioned health care experiences using Zebra's tech. to reduce errors and increased speed and efficiency (Epic, Merck)
- Established the “Experiences” practice within the organization delivering service design solutions strictly for top tier customers
- Proposed the vision of “Real-time Workflow Optimization” to senior leadership, which today is one of Zebra's top initiatives
- **Public Samples** - [Health Care Solutions](#), [Retail Solutions](#) videos

##### **App Services - Offer Manager** 2015-2016

After the acquisition of iFactr, I establish the new global app services portfolio as Zebra shifted gears from a purely hardware centric organization to incorporate software solutions and consulting services to address Healthcare, Retail, Manufacturing and T&L sectors.

- Oversaw the transition of our team of 35 UX/Devs. to establish the app services and solutions division Zebra now offers post acquisition
- Designed progressive sales communication methods to educate and motivate teams on new service and solution offers, receiving the Zebra Star Award (a peer recognition given out for exceptional work efforts)
- **Demonstrated the value of sales through experiences** to establish the vision of the possible and unlock deals with customers
- Drove communication across matrixed teams to introduce and demonstrate the resources and capabilities available in App Services

## **IFACTR** 2010-2015 Mendota Heights, MN

Mobile application design and development services agency delivering cross-platform solutions for enterprise organizations using the iFactr cross platform mobile platform. Zebra acquired iFactr and its SaaS framework to add software and solutions to their hardware portfolio.

### **Chief Creative Officer | Co-Founder**

Head of marketing and user experience for the Monocross & iFactr cross platform mobile enterprise platforms. Using lean startup, growth hacking and design thinking methodologies we grew the business from a few lines of code to Fortune 600 acquisition in five years.

- Served as the lead experiences architect on Apple's largest iPad enterprise app deployment of 2010 (Medtronic)
- Received patent for mobile app modernization methods and apparatus
- Contributor on the book "iPad in the Enterprise" writing the user experience design chapters
- Mentored and managed a direct team of UXer's constructing cross-platform rapid prototyping processes across multiple projects
- Marketing Samples - [Online Portfolio](#)

## **BOSTON SCIENTIFIC** 2007-2008 Shoreview, MN

Worldwide developer, manufacturer and marketer of medical devices whose products are used in a range of interventional medical specialties.

### **Lead Technical Developer**

Architect and technical lead of a self-contained client-side mobile application built to auto sync time sensitive, business critical initiatives globally across the organization. Working with multiple internal business units I acted as the bridge to the sales force managing the platform.

## **BUCCA** 2000-2010 Maple Grove, MN

Interactive media and marketing, a web/mobile design and development agency specializing in the health and medical related fields.

### **Principal**

Work encompassed a wide variety of tasks including business analysis, project management, project scoping/design, user experience, usability testing, development of web/mobile applications, and managing remote teams. Details available upon request.

---

## EDUCATION & SKILLS

### **UNIVERSITY OF WISCONSIN – STOUT** 1994-1999

Business major with a minor in Art, concentration in Information Technology, with an emphasis on Industrial & Graphic Design  
320+ credits (pre-med for 3 yrs. prior to business)

Mac, iOS, Android Material Design, Universal Windows Platform, .NET, Xamarin, Flutter, HTML, CSS, JavaScript, WordPress, Sketch, Invision, Axure, Adobe Creative Suite, Trello, Atlassian, Microsoft Office Suite

---

## ACHIEVEMENTS

- Two-time Zebra Technologies STAR award winner for outstanding innovation
- Acquisition of iFactr, building that team, and my continued work on open source frameworks
- Received a patent for mobile app modernization methods and apparatus based on iFactr
- World's Largest iPad App Deployment 2010 (w/ Medtronic) - The year of the iPad
- Two-year winner (2010-11) of the Medtronic CIO award for Innovation in the field
- Contributor on the book "iPad in the Enterprise" writing the user experience design chapters
- Lead UX Architect for two, going on three generations of open source, mobile frameworks