BRIAN PORTER

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UI/UX ADVISOR

My career consists of 20+ years of pushing the limits of digital experiences and building businesses. I'm best known for co-founding iFactr, a cross-platform mobile software company, acquired by Zebra Technologies. I've designed and built products and services for **3M, Allergan, Boston Scientific, Ecolab, FedEx, Lowes, Medtronic, Merck, Target, Walmart, the USPS,** and changed the world with innovative experiences, like Zebra's SmartLens. Currently I'm a product/service design experiences advisor for web3 retail and launchpad projects.

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 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

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PROFICIENCIES

User Experience & Mobile Strategy | Multi-Platform Design Systems | Retail Futurist
Service Design | Web3 Strategist | Design Thinker | Lean Startup

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EXPERIENCE & ACHIEVEMENTS

ADVISOR | INVESTOR 2017-Present
Consulting for product/service UX design and development teams, specializing in web3, retail, logistics, and healthcare service design.

Taking business ideas to fully functional product and service UX designed digital experiences.
- Product Design UX Advisor – Catalyst for change and innovation for multiple top tier retailers and web3 projects
- Product Owner – Guided the launch of an enterprise APIs DaaS platform featuring blockchain solutions
- Sr. Product UX Designer – Led strategic design of a modular portal for in-store communication systems (Lowes)
- Head of UX Design – A customer-centric web3 take on the retailer relationship, managing the C2B product lifecycle with blockchain
- Framework Architect – Building my ABLE design system following atomic design principles using Figma & developed using React Native

ZEBRA TECHNOLOGIES 2015-2017
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 the Internet of Things.

Director of Experiences 2016-2017
Promoted to take the lead on providing a visionary outlook for application solutions across the company's global portfolio. Led the user experiences team for a large portfolio of service designs 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 the company's tech. to reduce errors, and increase efficiency (Medtronic, 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 became **one of the company's top initiatives**

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 UX/Devs. to establish the app services and solutions division
- Designed progressive sales communication methods to educate and motivate teams on new service and solution offers, receiving the Company's Leadership Award (a peer recognition given out for exceptional work efforts)
- **Demonstrated the value of sales through UX** 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

Mobile application design and development services agency delivering cross-platform solutions for enterprise organizations using our cross platform mobile platform. Zebra Technologies 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 a cross platform mobile enterprise software platforms. Using lean startup, growth hacking and design thinking methodologies we grew the business from a few lines of code to Fortune 500 acquisition in five years.

- Architect of the software's UI/UX across its 7 native desktop and mobile experiences
- Served as the lead UX architect on Apple's largest iPad enterprise app deployment of 2010 (Medtronic)
- Received a patent for mobile app modernization methods and apparatus
- Contributor to "iPad in the Enterprise" an enterprise strategy book, 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

BOSTON SCIENTIFIC 2007-2010

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 "SalesSource" 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.

EDUCATION & SKILLS

UNIVERSITY OF WISCONSIN – STOUT

Business major with a minor in Art, concentration in Information Technology, with an emphasis on Industrial & Graphic Design

Mac, Windows, iOS, Android, Material Design/Atomic Design, React Native, Flutter, HTML, CSS, JavaScript, Github, Figma, Sketch, Invision, Zeplin, Adobe Creative Suite, Trello, Atlassian, Jira, Slack, Zoom

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ACHIEVEMENTS & FACTS

- Two-time Zebra STAR award winner, a peer voted recognition for outstanding innovation
- Acquisition of iFactr, building that team, and my continued work on open-source frameworks
- Received multiple patents for mobile app modernization methods and apparatus
- World's Largest iPad App Deployment 2010 - The year of the iPad
- My team being the two-year winner (2010-11) of the Medtronic CIO award for Innovation in the field