

# BRIAN PORTER

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## DIRECTOR OF EXPERIENCES

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 the [ABLE design system](#) following atomic design principles using Figma & 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.

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## 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

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## PORTFOLIO TEASER

<https://Bucca.com/Brian>

