BRIAN PORTER
PRINCIPAL PRODUCT DESIGNER
Minneapolis, MN | Brian@Bucca.com | LinkedIn

Design System | Portfolio

A principal product designer and builder shaping the future of consumer experiences with a talent for retail, AI & web3. As the founder of a software business with a Fortune 500 exit, I'm an expert in multimodal application engagement, design systems, and service design, with some added marketing chops. I've led solutions from inception to execution, working closely with execs and stakeholders on solutions that affect hundreds of millions of users everyday. My client list includes well known names like **3M, Allergan, Boston Scientific, Ecolab, FedEx, Lowes, Medtronic, Merck, Target, Walmart, the USPS.**

Design Systems Expert having single handedly designed, built, and documented the ABLE framework as an elegant solution for the construction of apps that deliver a unified atomic design experiences across mobile, tablet, web & desktop platforms

Hands-on Leader who thrives in a fast-paced environment with extensive experience working in matrix'ed 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 after the acquisition of iFactr, while I was at Zebra Technologies

EXPERIENCE & ACHIEVEMENTS

BUCCA 2017 - Present
Consulting for product/service UX design and development teams under my personal consulting corp., specializing in retail, AI, and web3 based service design. Taking business ideas to fully functional digital experiences. See clients in my portfolio.

Principal Product Designer
- Product Design UX Advisor – Catalyst for change and innovation for multiple top tier B2C/B2B 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)
- UX Design Principal – A customer-centric web3 take on the retailer relationship, managing product lifecycle with blockchain
- Framework Architect – Building & iterating on the ABLE design system using atomic design principles using Figma & Webflow

ZEBRA TECHNOLOGIES 2015 - 2017
The builder of 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 Zebra'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", which quickly became one of the company's top initiatives

Offer Manager 2015 - 2016
After the acquisition of iFactr, I establish the new global App Services division as Zebra shifted gears from a purely hardware centric organization to software and consulting services to address Healthcare, Retail, Manufacturing and T&L sectors.

- Oversaw the transition of our team of UX/Devs. into Zebra and establishing the app services and solutions division
- Designed progressive sales communication methods to educate and motivate teams on new service and solution offers, receiving Zebra'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 matrix'ed teams to introduce and demonstrate the capabilities available in App Services

IFACTR 2010 - 2015

Mobile app design and development agency delivering cross-platform solutions for enterprise organizations using our patented cross platform mobile framework. Zebra Technologies acquired iFactr to add software and solutions to their hardware portfolio.

Co-Founder | Chief Creative Officer

Head of marketing and user experience for a cross platform mobile enterprise software platforms. Using lean startup, growth hacking & 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 design system 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 teams

BOSTON SCIENTIFIC 2007 - 2010

Worldwide manufacturer & marketer of medical devices used in a range of interventional medical specialties.

Lead 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

UNIVERSITY OF WISCONSIN – STOUT

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

PROFICIENCIES

Design Systems | UX & Mobile Strategy | Retail Futurist | Service Design | Web3 Strategies | Design Thinker | Startup Guy

SKILLS

Mac, Windows, iOS, Android, Material Design/Atomic Design, **Figma**, **Webflow**, React, React Native, HTML, CSS, JavaScript, GitHub, Sketch, InVision, Zeplin, Miro, Adobe Creative Suite, Trello, Atlassian, Jira, Slack, Zoom, Teams

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

LINKS

Portfolio | Design System | Video Playlist