

BRIAN PORTER

PRINCIPAL PRODUCT DESIGNER

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SUMMARY

Seasoned principal product designer and **successful software founder with a Fortune 500 exit**, shaping the future of consumer experiences. Spearheading projects from idea to execution, showcasing a deep understanding of multimodal app engagement and design systems. Impressive client roster including renowned names such as 3M, Allergan, Boston Scientific, Ecolab, FedEx, Lowes, Medtronic, Merck, Target, Walmart, & USPS.

- **Design Systems Expert**, single handedly built ABLE, to deliver a unified experiences across mobile, tablet, web & desktop platforms.
- **Hands-on Leader** who thrives in a fast-paced environment with extensive experience in geo dispersed leadership and dev teams.
- **Team Builder** with an empowering motivational leadership style. Proven track record with cross functional teams to drive innovation.
- **Results Driven** with a clear strategic vision & innovation, achieved record growth at Zebra for 6 consecutive quarters post acquisition.

EXPERIENCE

Principal Product Designer - UX Consultant to Multiple Clients

Bucca (My Consulting Corp.)

October 2017 - Present , Minneapolis, MN

- **Principal Product Designer** – Catalyst for change and innovation for multiple B2C/B2B and web3 projects.
- **Product Owner** – A zero to one product launch of an enterprise APIs DaaS platform featuring scan to blockchain.
- **Sr. Product UX Designer** – Led strategic design of a modular portal for in-store communication systems (Lowes).
- **UX Design Principal** – An innovative solution to managing the product lifecycle relationship with L2 blockchains.
- **Design System Architect** – Building the ABLE framework with atomic design principles using Figma & Webflow.

Director of Experiences - Zebra Experiences

Zebra Technologies

August 2015 - October 2017 , Minneapolis, MN

- Trusted to deliver visionary retail experiences to C-level executives at Fortune 50 companies (Target & Walmart).
- Re-envisioned healthcare experiences to reduce errors by 98%, and increase efficiency by 300% (Medtronic, Merck).
- Established the internal “Experiences” practice, delivering solutions and dramatically decreasing, time to close.
- Spearheaded the vision of “Real-time Workflow Optimization”, which quickly became one of Zebra’s top initiatives.

Offer Manager - Application Services Division

Zebra Technologies

August 2015 - April 2016 , Minneapolis, MN

- Established the new division, adding net new, software solutions achieving record company growth for 6 consecutive quarters.
- Pioneered solution selling processes, to boost new offer sales by 200%, recognized with a peer awarded leadership award.
- Demonstrated the value of solutions through UX to establish the vision of the possible and unlock six and seven figure deals.
- Drove communication across matrix’ed teams to introduce and demonstrate the capabilities available in App Services.

Co-Founder | Chief Creative Officer

iFactr (Cross-Platform Enterprise Framework)

June 2010 - August 2015 , Minneapolis, MN

- Head of user experience and marketing for a cross platform mobile enterprise software platform with an eight figure ARR.
- Using lean startup & design thinking 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 iFactr’s 7 native mobile and desktop experiences.
- Mentor and manager of a UX team constructing cross-platform apps and rapid prototyping across multiple clients.

SKILLS

Design Systems | UX & Mobile Strategy | Retail Futurist | Service Design | User Flows | Journey Maps | User Stories | Wireframes | SaaS Development | Technical Design | Design Briefs | User-centered Design | Design Management | Web3 Strategies | Big Picture Thinking | Design Thinking | Lean Startup | Startup Guy

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

EDUCATION

Business Administration, Information Technology

Minor in Industrial & Graphic Design • UNIVERSITY OF WISCONSIN – STOUT • 1999