

Brian Behrend

EXPERIENCE DIRECTOR. DESIGN LEADER.

OBJECTIVE

UX director and consultant seeking to leverage my strategic vision, creative expertise, and diverse background to drive user satisfaction and business growth in a forward-thinking company committed to excellence in user experience.

EXPERIENCE

STELLAR ELEMENTS | 2015 - PRESENT

Formerly projekt202

● DESIGN DIRECTOR | MAY 2023 – PRESENT

Experience design manager and project lead on large-scale enterprise product development consulting projects. I help make sure teams of talented designers, researchers, and developers deliver great work for our clients and their users.

My duties also include managing and mentoring a team of direct reports to support their career growth as designers and at Stellar Elements. I also assist pursuit efforts including by scoping projects and pitching to prospective clients.

● EXPERIENCE DIRECTOR / PRODUCT OWNER | APR 2021 – MAY 2023

Design system product owner and experience director focused on financial services sector. Working with client product and delivery teams, I lead a cross-discipline team of designers and developers responsible for helping teams deliver higher quality, more consistent work with greater velocity.

My team managed the design, development, distributed contribution, and governance of a shared design system and component library used by teams across multiple brands and subsidiaries. My responsibilities included guiding the overall user experience while also managing the product backlog and long-term product strategy.

CONTACT

[linkedin.com/in/brianbehrend/](https://www.linkedin.com/in/brianbehrend/)

UX PORTFOLIO

www.behrend.design

Password: brian24

ABOUT ME

I am a user experience director with a passion for design and background in business, web development, and of course UX to help clients solve problems. I help make experiences people love.

EDUCATION

University of Texas at Austin, 2003
BBA, Management Info Systems

- **EXPERIENCE DIRECTOR** | FEB 2017 – APR 2021

Managed and mentored designers while leading large-scale user experience teams for enterprise and consumer software projects. I also assisted in key business development efforts while fostering strong client relationships and making sure projects are delivered on time and beyond expectations.

Some of my responsibilities included conducting collaborative design workshops, guiding experience strategy and heuristic research teams, identifying and prioritizing requirements with executive stakeholders, making sure design team members are empowered to deliver exceptional work, and leading cross functional agile delivery teams of designers and developers.

- **SENIOR UX DESIGNER** | FEB 2015 – FEB 2017

UX designer engaging directly with clients and working with researchers to take customer insights and turn them into validated user-centered prototypes and detailed visual designs.

INDEPENDENT PROJECTS | 2004 - 2020

- **DESIGNER / FOUNDER** | MAY 2005 – DEC 2020

Creator of multiple iOS apps and a popular college football fansite that was one of the earliest on the web.

- **FREELANCE UX DESIGNER** | JULY 2004 – FEB 2015

Provided user experience, creative, and development consulting for freelance clients and startups.

BRIDGELINE DIGITAL | 2005 - 2015

Acquired MarketNet in 2012

- **DIRECTOR OF USER EXPERIENCE** | JUN 2012 – JAN 2015

Responsible for the user experience and strategic direction for large client projects. Successes included helping clients launch new businesses and designing one of the first major retailers to take their \$200+ million-dollar e-commerce site responsive.

- **DIRECTOR OF INTERACTIVE STRATEGY**

MAY 2010 – JUN 2012

- **WEB DEVELOPMENT MANAGER & DEV LEAD**

JUL 2005 – MAY 2010

SKILLS

User Experience Strategy
UX Design
Design Leadership
Experience Research
Consulting
Business Strategy
Design Systems
Product Design
Mobile Application Design

SELECTED CLIENTS

Amazon (AWS Innovation)
Ann Taylor / LOFT
Cox Automotive
Capital One
Citi
Dell
FedEx
Fiserv
J23 Apps
JCPenney
Moody's Investor Services
MUFU / Union Bank
Oliver Wyman
Total Wine & More
The USO