BRANDON BRUCE
Senior Product Designer

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I'm a proven product designer and leader with 12+ years of experience who has taken 20+ products (SAAS & enterprise) from ideation to launch, generating over $100M in annual revenue.

I'm your ideal hire for your **Senior Product Designer** role. Here are 5 reasons why:

1. **Seasoned end-to-end full-stack designer:** I've established product design strategies and refined end-to-end design processes for numerous high-impact products, successfully implementing user-centric and lean UX practices while mentoring junior designers.
2. **Confident communicator and collaborator:** In previous roles, I effectively collaborated with cross-functional teams (engineering, PM, etc.) and leaders in an agile environment to define user models, interactions, UI, and design strategies.
3. **Creative problem solver:** I've consistently translated complex ideas into simple, elegant user workflows through data-driven information hierarchy, iterative design processes, and effective design patterns.
4. **User advocate and design expert:** My experience has taught me to cultivate user empathy through various research methods and apply data to inform design decisions. I excel at creating clean visual solutions that satisfy both user needs and business goals.
5. **Self-driven, results-oriented team player:** I take a smart, low-ego approach to facilitate productivity in myself and others. I'm a fast learner, highly adaptable, and growth-minded when managing multiple projects and prioritizing work effectively.

PROFESSIONAL EXPERIENCE

Senior Product Designer | nCino (Remote) | 2024 - Present

Senior designer for fintech cloud banking solutions, overseeing research, wireframing, and prototyping for complex financial workflows.

Key Contributions:

- Integrated AI tools into the product design process and into product features/experiences.
- Led user-centered redesign of critical banking workflows for commercial banking platform (fintech)
- Collaborated with cross-functional teams to define and deliver innovative UX solutions aligned with business goals
- Created comprehensive user flows, wireframes, and high-fidelity prototypes
- Partnered with engineering to ensure accurate implementation of designs
- Iterated designs based on user feedback, analytics, and market trends

Lead Product Designer | Inside Real Estate (Remote) | 2017 - 2024

Primary UX design lead for kvCORE (desktop & mobile apps) a market-leading real estate SaaS platform serving 250,000+ businesses.

Key Contributions:
- Drove end-to-end UX design process from research and ideation to high-fidelity prototypes

- Maintained NPS scores exceeding 30 for 4+ consecutive years through user-centered design
- Created user-centric designs for kvCORE mobile app, resulting in thousands of downloads and 4.4 review score
- Led UX team in establishing and maintaining design systems in Figma for consistency across products
- Collaborated with product management to shape roadmaps based on user insights and business goals
- Mentored junior designers and fostered a culture of continuous learning and improvement
- Conducted user research and usability testing to inform user journeys and enhance product experience

Senior Product Designer | Entrata | Lehi, UT | 2015 - 2017

Led UX design for property management (accounting) software, specializing in accounting and financial workflows.

Key Contributions:
- Directed multiple UX projects across new and existing products within enterprise property management software
- Designed specialized accounting and financial user experiences for complex property management tasks
- Collaborated with cross-functional teams to develop industry-leading enterprise web applications
- Implemented lean UX principles to balance user needs, business goals, and technical constraints
- Enhanced help section through UX design solutions and frontend code contributions

Senior UX Designer | Knowlysis | Orem, UT | 2009 - 2015

UX design consultant for major enterprise clients across multiple industries.

Key Contributions:
- Led end-to-end UX design process from concept and research to wireframes and final designs
- Transformed complex concepts into elegant, user-centric solutions for large-scale B2B interfaces
- Revamped user experiences for prominent platforms including AMA, AICPA, AT&T, USPTO, and DrFirst
- Collaborated with executives and key stakeholders to secure significant consulting contracts

Web Designer/Developer | Spark Networks | Provo, UT | 2008 - 2009

CORE COMPETENCIES

- Figma Expertise
- Design Systems
- HTML/CSS/JS
- v0, Claude, AI

- UX Strategy & Research
- User Advocacy & Empathy
- Wireframing & Prototyping
- User Testing & Validation

- Cross-functional Collaboration
- Design Leadership
- Design Thinking
- Information Architecture

EDUCATION

Bachelor of Arts in Advertising & Marketing Communications with minor in Psychology
Brigham Young University, Provo, UT