

# Brandon Bruce

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## Principal Product Designer

Accomplished and dynamic professional with substantial experience in leading end-to-end design processes from wireframing to high-fidelity mockups. Demonstrated expertise in collaborating with cross-functional teams to refine product strategies, conduct user research, and shape roadmaps. Proven track record of maintaining high NPS scores and driving revenue growth for enterprise platforms. Skilled in establishing robust design systems for consistency and efficiency. Proficient in utilizing customer insights to enhance value propositions and foster effective team communication. Expert in delivering user-centric solutions for B2B and B2C products. Excels in delivering high-quality designs in adherence to lean UX principles through collaboration and strategic planning.

## Areas of Expertise

- ◆ Product Design Leadership
- ◆ Design Team Management
- ◆ User Research & Insights
- ◆ Figma Proficiency
- ◆ Design Thinking & Prototyping
- ◆ Design System Implementation
- ◆ Interaction Design Techniques
- ◆ Cross-functional Collaboration
- ◆ Operational Excellence
- ◆ Remote Work Savvy
- ◆ Verbal & Visual Communication
- ◆ HTML, CSS, Javascript
- ◆ User Experience Solutions
- ◆ Product Strategy Development

## Significant Accomplishments

- Spearheaded design initiatives as principal designer of a market-leading real estate technology platform to cater to a clientele exceeding 250,000 businesses.
- Orchestrated the UX team's efforts and upheld a consistently high Net Promoter Score (NPS) above 30 for a consecutive period of four years.
- Garnered a prestigious 5-star review from Inman for outstanding contributions as the lead designer of Core Present.

## Professional Experience

Inside Real Estate, Draper, UT | Remote

2017 – 2024

### Principal Product Designer

Oversaw end-to-end design processes, including wireframing, prototyping, and high-fidelity mockups. Collaborated with product managers and engineers to refine product strategies, conduct user research, and shape roadmaps; maintaining an NPS score exceeding 30. Engaged leadership and stakeholders in strategic design reviews, influenced product roadmaps, and provided actionable recommendations. Utilized customer insights and enhanced value propositions by fostering effective team communication. Established robust design systems in Figma for consistency and efficiency in design workflows.

### Noteworthy Contributions:

- Successfully produced user-centric layouts and mockups for the kvCORE mobile app, resulting in thousands of downloads and a 4.4 review score.
- Conducted user research to inform user journeys and personas as well as guided design solutions for B2B and B2C products.

- Led product design for the leading CRM kvCORE by coordinating with engineers and product managers.
- Directed a team of product designers in driving \$100M in revenue for the enterprise platform kvCORE.

## **Entrata, Lehi, UT**

**2015 – 2017**

### **Senior Product Designer**

Directed multiple projects and enhanced user experiences across new and existing products and software. Crafted specialized accounting and financial user experiences within property management domains.

#### Noteworthy Contributions:

- Facilitated collaboration and strategic planning with cross-functional teams to develop industry-leading enterprise web applications in adherence to high-quality standards and lean UX principles.
- Launched an enhanced help section by delivering product design solutions and frontend code contributions.

## **Knowlysis (Consulting), Orem, UT**

**2009 – 2015**

### **Senior UX Designer**

Managed the entire process from concept and mockups to wireframes and final designs in alignment with user needs and company objectives. Streamlined complex concepts into elegant, user-centric solutions. Collaborated with executives and essential stakeholders to leverage design insights in securing significant consulting contracts.

#### Noteworthy Contributions:

- Led product design projects to develop large-scale (B2B) UIs.
- Revamped numerous prominent online platforms, including AMA, AICPA, AT&T, USPTO, and DrFirst within the healthcare domain to enhance client interactions and usability.

## **Additional Experience**

**Web Designer/Developer**, Spark Networks, Provo, UT

## **Education**

**Bachelor of Arts in Advertising & Marketing Communications with a minor in Psychology**

Brigham Young University, Provo, UT