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BRIAN COY

ABOUT ME

I am a UX innovator with over 23 years' experience delivering engaging experiences. My unique experience enables me to see the larger context and needs of both the user and the goals of the various organizations and markets I've been engaged.

I strive to build collaborative, open environments that allow those I partner with, manage, and support to excel while also mentoring and being a force for change through education.

My skills can be seen across insights, product development, agile, and technology capabilities that allow me to envision and communicate with stakeholders, clients, and technical teams while still being hands-on and ready to jump in as needed.

I enjoy gardening, cooking, 3D printing, being creative, and collecting toys.

WORK HISTORY

LEAD UX ARCHITECT – KIZEN INDUSTRIES, INC.

Mar 2022 – Jan 2023

I Led management and designed Kizen's Design System to standardize, streamline, improve product standards which helped reduce development timelines and increase quality. I worked closely with the head of product/CTO and other department leads crafting experiences for our users which allowed them to customize their experiences, use AI technology, and get valuable insights for their businesses while driving value for their own customers.

LEAD UX ARCHITECT – DEMETER LOGISTICS

Oct 2019 – Feb 2022

I managed all aspects of user-focused insights, and design including coordinating with management to implement a cross-team multi-discipline Center of Excellence. This increased quality, put focus on the user-first and lead the way in the creation of new products. I managed a contract UX Designer and worked closely with front-end development resources to translate user needs into solutions. While in this role, which began in early 2020 as a consultant, I also help to envision product architecture, create flows, wireframes, prototypes, and gathered user insights.

UX MANAGER – WEST MONROE PARTNERS

Oct 2019 – Sep 2022

I was hired to build a shared services User Experience practice which focused on employee insights and needs. In this role I worked closely with department heads and demonstrated shared services program management skills that delivered results to multiple client teams.

I managed a team of 5 UX talent resources and mentored a high school student as part of one of our company's community outreach programs. I was able to create an open environment which allowed all team members to bring their best selves, take risks, gain education, excel and make meaningful impact to customer-facing employees experiences and client engagements.

I worked closely with other shared services leaders and client facing teams to develop a Center or Excellence which established learning, support, and research/design resources for both internal and client facing teams.

I also lead the organizations software and research platform initiatives across shared services and

client facing teams to reduce costs, allow for resource sharing, and handled all aspects of budgeting. As part of the research initiative, I implemented norms, education, and guidelines that outlined what was required to conduct both big research and small research to be conducted as well as the key roles required for each.

LEAD UX ARCHITECT - UNIFYD INSIGHTS

Jun 2018 – Jun 2019

I worked directly with the CEO and was responsible for all aspects of product flow from design, and user experience insight to project managing the core platform. In this role I was often called on to pivot the overall roadmap and focus on different aspects of the clients' needs as well as the business requirements which lead me to being hands on and delegating aspects of the products needs to others.

I created workflows, wireframes, prototypes, product eco-system diagrams, gathered user insights and created baseline analytics to help inform product decisions.

Unifyd Insights' product was a complex data enrichment platform that was being setup to allow non-technical users to easily add data in multiple forms in order to wrangle the data, create taxonomies, dictionaries, catalogs and publications for their own use and to also sell their data through a centralized marketplace.

UX THOUGHT LEADER – GENSCAPE, INC

Nov 2017 – May 2018

I was promoted to this role from within Digital H2O which was owned by Genscape. I was responsible for all aspects education and creating a user-focused culture within the organization, establishing norms for product design/user insights and design system creation. I brought a solid foundational understanding of product principles that could be leveraged, performance metrics, design system management, and other aspects with the goal to create a solid, fast, repeatable set of processes, guidelines, and resources to improve product usability and design standards. I also was responsible for aligning various deadlines, company initiatives and roadmaps while working with leadership on strategy, product ownership and marketing across various verticals within Genscape and its associated product companies.

I directly managed a contract Senior UX Designer to bring a focus to management of foundational elements (GIT, UI Libraries, color palettes, documentation templates, ideation and other key aspects).

SENIOR UX ARCHITECT – DIGITAL H2O, INC.

May 2015 – Oct 2017

I was responsible for a mix of User Experience and Product Management at this smaller company. I worked with senior management to define visual identity and tone of the company while also handling research, user interviews, wireframes, flows and other aspects of the core products including documentation and product priorities.

I worked directly with our clients and created an Advisory Board which allowed these individuals to help shape the direction of the products and give us a deeper understanding of their needs and how key individuals worked within their organization. This gave us a higher level of access and allowed us to quickly test ideas, and usability of product enhancements.

In addition to creating and managing product assets, I also setup a series of dashboards for reporting on product utilization, performance, and enhanced this with the feedback and research we obtained from our advisory group. I also started a series of "lunch & learns" where we invited clients to tell their stories, team members to gain knowledge, and share insights/learning.

UX ARCHITECT – CHANNEL IQ, INC.

Jan 2014 – Mar 2015

I was responsible for creating complex UI product flows, research, design, and working directly with several large manufacturers and retailers to better understand their price compliance and brand enforcement needs. I also worked closely with several areas of the business to gather customer feedback, internal as well as customer pain points and translate these into prototypes and other resources to enable development teams.

I was also instrumental in establishing solid foundation of product principles, patterns and guidelines that allowed development of solid, fast, repeatable interface components and device/browser support policies. This also allowed for developers and others to take risks, or to quick prototypes of ideas to present as they had the base foundational information and resources.

UX MANAGER – COMSCORE, INC.

Oct 2007 – Jan 2014

I established the practice of User Experience within the company and educated others in how to gather and provide user feedback and insights as well as established the companies first Client Advisory Board. I implemented UX lifecycle practices and needs across development, education, and customer service while also managing a 7-member team of Researchers, UX interaction and Design / development resources. I worked with offshore teams across multiple time-zones to communicate UX requirements while establishing a core user-focused development group to drive forward norms and other product requirement needs.

I implemented training for internal sales teams of upcoming major releases and help build out materials for client training and internal learning management system. ComScore used this as a basis for building out its first gen certification program.

WEBMASTER – BONNEVILLE INTERNATIONAL, INC.

Mar 2001 – Oct 2007

In this role I was responsible for all aspects of WDRV.com and WINDY100.com/WNND.com/LOVEFM.com including design, layout, management, and coding all elements.

I also managed contest, advertisement, and other placements on these radio properties. From this I quickly learned about indexes and lifestyles of the customers of the radio properties and took that information and was able to elevate these properties from "fee advertisement" to over $2 million in annual sales within 18 months. By learning about the users, their needs, and focusing on them we were able to create lifestyle programs for our advertisers that they had not previously had with other stations in the market.

During this time, I won, Best Large Market Radio Station Website 4 years in a row and other nominations.

WEB DESIGNER – RAYMOND DESIGN GROUP

Jun 1999 – Feb 2001

I implemented client websites and other interactive media and worked with print designers to implement

processes to maximize usability of creative assets of client related projects.

CREATIVE WIZARD – BRIAN COY DESIGN

Feb 1995 – Jan 2011

Created in 1995 as a way to enter into the interactive and web-based market while learning the craft. This entity continues to allow me as a programmer and creative to interface with clients in diverse markets, understand the changing needs and issues that many of the same clients that I work with at Bonneville Chicago Radio Group face. This also gives me unique perspective and has added greatly in the many client meetings and needs analysis that I have taken part in with my current employer and moving forward.

SKILLS

Excellent communication, presentation, and persuasion skills; demonstrated success building buy-in for innovation, user-focused methods, and needs. Customer experience intuition and research capabilities; demonstrated success in creating innovative and user-friendly application and customer-facing features.

Proven understanding of complex systems and ability to clearly communicate, present, and deliver results to multiple teams.

Strong visual communication skills, the ability to integrate effectively features, design plans, and norms across design systems, education, and employee enablement.

Strong people skills and drive to succeed that enables others to take risks, feel supported, and learn. Mentoring is a key aspect of who I am.

Deep understanding or research, user insights, analytics, design systems and technical/user flows.

A sample of software I'm familiar with across the various aspects of User Experience: not including variations (of those listed) or other software that I was responsible for:

- Figma
- Anima
- Adobe Cloud Suite
- Zeroheight
- Miro
- Qualtrics
- ServiceNow

EDUCATION

COLUMBIA COLLEGE CHICAGO

B.A. film/video with minor in animation

NN/G

UX Management Certification

PROFESSIONAL ACHEIVEMENTS

COMPANY RECONGITION AWARDS

2016 Genscape Diligence Award

2015 Digital H2O Top Performer

2012 ComScore High Two-Five-O-Award (adEffx product creation)

2011 ComScore High Two-Five-O-Award (UX)

2010 ComScore High Five-O-Award (UX)

2009 ComScore High Two-Five-O-Award (UX)

BROADCAST BEST RADIO STATION AWARDS

2006 IL Broadcaster Assoc. Silver Dome Award – Best Large Market Radio Website: WMTX.com

2005 IL Broadcaster Assoc. Silver Dome Award – 2nd place Best Large Market Radio Website: WDRV.com

2004 March of Dimes Air Awards Recipient – 2nd place Best Large Market Radio Website: WDRV.com

2004 IL Broadcaster Assoc. Silver Dome Award – Best Large Market Radio Website: WDRV.com

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REFERENCES & PORTFOLIO

Provided on request.

LINKEDIN

https://www.linkedin.com/in/briancoydesign/