BRYAN DERAS

www.bryander.com

PRODUCT DESIGN WORK

MiTek   Jan 2024 - December 2024
Product Designer

Collaborated extensively with the UI/UX team across the company to develop innovative products within the MiTek ecosystem. My responsibilities included, but were not limited to:

- Conducted qualitative user research, including contextual and generative interviews with over 30 users, to uncover customer pain points and drive a user-centered design approach, resulting in a 25% improvement in user satisfaction scores.
- Designed low and high-fidelity wireframes and interactive prototypes for stakeholder presentations, ensuring alignment with user personas, business goals, and UX best practices, contributing to a 40% reduction in design revisions.
- Collaborated with cross-functional teams, facilitating design handoffs and leading Agile meetings with developers to ensure UI scalability, technical feasibility, and adherence to project timelines, reducing project delays by 20%.
- Optimized UI elements based on usability testing and iterative feedback, enhancing user engagement by 30% and streamlining workflows to reduce task completion time by 15%, supporting a seamless user experience.

Felt Education   December 2022 – February 2023
Project Lead/Designer

Led a team of individuals and collaborated with them to improve the user-friendliness of a website that was optimized for different devices. The website was specifically designed to offer assistive technology for non-English speakers to enroll in free English language courses.

- Developed and modernized user interface solutions to address the needs of marketing, the CEO, and students, as well as challenges related to donations.
- Created a visually appealing and responsive design that resulted in a **20%** increase in donations and a **40%** increase in volunteer rate.
- Prepared final presentation, including sitemaps, user flows, wireframes, and user-friendly interactions to the CEO.

Ontologic   August 2022 - November 2022
Product Designer

Collaborated with a team to create and test a prototype for Ontologic, a startup that specializes in running scripts for neuroscience data analysis. The prototype created will serve as a foundation for future developments.

- Successfully lead a team through the entire UX/UI Design process by organizing tasks to my team.
- Synthesized interview data to understand user needs and pain points
- Developed a working prototype to present to stakeholders and investors by providing a deck.

UCLA Anderson School of Business   October 2015 - January 2016
UI Designer

Working with the developer team, proactively with the collateral of the relaunch:

- Created a cohesive and visually engaging website by incorporating icons that help users to easily navigate and understand the website's content and functionality
- Ensuring that the CMS system is reliable and easy to use for the students, enabling them to apply for the MBA program smoothly.
- Identifying and reporting bugs, and suggesting design changes that would improve the website's functionality and usability

Looking.LA   October 2013 - September 2015
Product Designer

Working with the design and development team, created actionable design including:

- Spearheading website design projects at Looking.LA by collaborating seamlessly with designers and developers through the entire design and development stages
- Implemented the MoSCoW method comprehensively to prioritize client needs, aligning design solutions with target audience preferences and objectives
- Led diverse design tasks encompassing graphic design, branding, identity establishment, Wireframing, UI design, and front-end development with CMS integration.