



**BRYAN
DERAS**

 www.bryander.com

PRODUCT DESIGN WORK

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.

Identity Guard

July 2022

Product Designer

Identity Guard is an identity theft protection service that offers its members tiered security options to suit their needs. Delivered a mobile prototype for review for future release in addition to:

- Leading a team from design iterations to final product display by supervising and assigning tasks
- Synthesized interview data and provided an app analysis to showcase strengths and weaknesses
- Developed a working prototype to present to director

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.

EDUCATION

2008 - 2012:

California State Polytechnic University, Pomona: B.F.A in Graphic Design & Minor in Art History

2004 - 2008:

Don Bosco Technical Institute: Graphic Communications Department