

Brian Parsons

User Experience Manager with a background in user research and business analysis. Experience working for Fortune 500 companies and building in-house user experience groups from the ground up.

34 Glen Ridge
Los Gatos, CA 95030
(770) 403-0827
Brian.J.H.Parsons@gmail.com
Portfolio: www.BPDesigns.net

EXPERIENCE

Focus Brands, Atlanta, GA — User Experience Manager

April 2018 - PRESENT

- Create UX benchmarking standards to measure improvement
- Integrate accessibility into design and development processes
- Built and manage a team of interaction designers and content strategists
- Developed UX Project Plan calculator to deliver accurate cost and timeline estimates, resulting in 75% reduction in time spent project scoping

Focus Brands, Atlanta, GA — Digital UX Strategist

October 2016 - April 2018

- Implemented UX Research for all digital customer touchpoints
- Increased online sales for Moes.com by 30% with redesign
- Increased email signups for Schlotzskys.com by 59% for mobile users
- Designed interactive nutrition calculator for Moe's (Moes.com/nutrition)
- Conducted content audits and built content strategy best practices
- Created and maintained UX pattern library and design system

Consulting

December 2014 - September 2016

- **Nike, Beaverton, OR — Product Owner, Nike.com**
 - Released Nike.com to six Southeast Asian countries
 - Onboarded Converse products to Nike.com
- **Gap Inc., San Francisco, CA - BSA, In Store Technology**
 - Designed information architecture for department's intranet site
- **Wells Fargo, San Francisco, CA - BSA, Wholesale**

EDUCATION

Kent State University, Kent, Ohio — *M.S. UX Design*

May 2016 - May 2018

Georgia Institute of Technology, Atlanta, GA — *B.S. Management*

August 2005 - August 2010

METHODOLOGY

Learn → Understand → iMagine → Evaluate → iNform

The LUMEN method is similar to User Centered Design but deliberately adds in time to analyze learnings from research and iterations.

SKILLS

UX Strategy

Stakeholder Interviews
Project Planning
Requirements Gathering
Workshop Moderating
UX Benchmarking

User Research

Recruiting & Surveys
Interviewing
Card Sorting
First Click Analysis
Usability Evaluations
Data Analysis (Excel & SQL)

UX Design

Affinity Diagramming
Personas
Customer Journey Mapping
Content Strategy
Wireframing (Sketch)
Interactive Prototyping (InVision)

CERTIFICATES

UX Management - NN/g 2017
Six Sigma Green Belt - Georgia Tech 2012