

Brian O'Shea

is a UX designer in Seattle

www.osheaUX.com

206.718.5113

brian@osheaUX.com

Experience

Freelance UX Designer

May 2015 - Present

Broad Street Maps | Seattle

Researched, designed and prototyped a map analysis and data visualization web app built around the needs of Community Health Worker Program Managers working in-field with NGOs.

- Conducted competitive/comparative analysis, heuristic evaluation, ran in-depth user interviews across five time zones, created user stories, sitemap and userflows, sketched, wireframed, and designed an interactive prototype.
- Held remote usability tests with participants in Thailand, Liberia and Rwanda.

UX Designer

March 2015 - June 2015

General Assembly | Seattle

Performed full spectrum UX - from research to planning to design and prototyping - during a ten week full-time intensive covering 400 hours of design curriculum. Worked both individually and collaborated on small agile design teams.

- Collaborated with other designers to research, design, and test a concept add-on feature for the Etsy iOS app designed to enable buyers to connect with artists for custom projects.
- Designed a concept mobile app and a responsive website augmenting REI.com to help people plan and coordinate group outdoor adventures.

Product Manager, Museum Community

May 2014 - November 2014

1000 Museums | Seattle

As a consultant and contractor, designed and executed development strategies for content and community acceleration for a growing art discovery platform that partners with leading museums around the world.

- Worked with internal and external stakeholders to scope, and prioritize upgrades to checkout flow, and new-user orientation tools to improve registration rates.
- Initiated redesign of key product pages to improve usability, SEO, and on-page conversion.

Co-Founder, Director of Product

March 2012 - December 2013

BuildersCloud | Bellevue

Co-founded an Angel/VC-backed enterprise SAAS cloud-based collaboration platform built for the construction industry. Graduated from TechStars, a leading startup accelerator, with the Microsoft Azure Accelerator cohort (June 2013)

- UX: Conducted user research interviews, developed UX wireframes. Led product strategy - including V2 product overhaul to reduce and simplify the steps required to complete the most common tasks.
- Marketing and communications: Built and managed marketing website and created online and printed collateral, including product demo and promo videos.

Experience

Senior Product Manager, Veer Corbis | Seattle

January 2012 - March 2013

Led the Product side of Veer.com (a curated royalty-free stock site and community) overseeing content, community & search related development. Reported to senior Corbis executives - led sourcing and contributor relations and collaborated with Technology, Marketing and Finance on major feature enhancements and strategic initiatives.

- Ran a large (30+), geographically dispersed team of Editors, Content Producers, and Contributor Relations specialists.
- Managed development and rollout of Veer Royale – a premium, curated collection.

Product Manager, Corbis & Veer Corbis | Seattle

July 2009 - January 2012

Oversaw continued development of modernized ingest and content management platform for Corbis Images contributing artists and the internal teams that service them.

- Developed content and user acquisition strategy and oversaw build-out of collection and community comprised of millions of quality microstock royalty-free (RF) images and illustrations on Veer.com from tens of thousands of UGC (user-generated content) contributors and media-partners.
- iOS App: Oversaw rollout of Corbis' first iOS app, a model and property release management and communication tool targeted at current and future Corbis artists.

Education

User Experience Design Immersive General Assembly, Seattle

2015

Certificate in Software Product Management University of Washington, Seattle

2011 - 2012

BA, Geography (GIS) University of Washington, Seattle

1997 - 2002

Skills

Research: Domain research, Competitive/comparative analysis, Heuristic evaluations, User interviewing, Online surveys, Card sorting

Planning: Information architecture, Sitemaps, User flows, User stories, Task analysis, User personas

Design: Sketching, Wireframing, Visual design, Interaction design, Design specs

Domain expertise: E-commerce, Product and Content Development, Search, Project Management, Agile, Team Leadership, Brand Identity, Content Strategy

Tools

Design: Adobe Photoshop, Adobe Illustrator, Sketch, Omnigraffle

Wireframing and Prototyping: Balsamiq, Axure RP, Invision, POP

Research: SurveyMonkey, OptimalSort, Join.Me, Skype

Code: Basic HTML, CSS and novice Javascript

Video Editing: Final Cut X