Bryan Hopple

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Objective

UX Interaction Designer/Product design lead

Personal Snapshot

❖ An enthusiastic, motivational team leader/player and a reliable, creative self-starter who understands the paramount value of relationships

❖ An eager life-long learner looking for simple, unique solutions to complex problems

❖ An inquisitive, detail-oriented listener and an authentic, concise communicator with excellent written, oral, and presentation skills

Skills Summary

❖ 10 years UX/UI interaction design experience: 2+ years on design system team; 4 years as enterprise product design lead on various agile dev teams. Primary tools: Figma, Sketch, Adobe CC

❖ 4+ years web design development direction using HTML, CSS, JavaScript and jQuery

❖ 3+ years of website project management with Creative Digital Marketing team in the design, develop, implementation, and maintenance of various product marketing websites

❖ 12+ years of project management in product design development using various software tools such, as JIRA, BaseCamp, MS Office suite, Smartsheets, DoneDone, etc.

❖ 18+ years of graphic design development for both print and digital educational products

❖ 1.5 years in HTML email marketing campaign design, development, strategy, and deployment

❖ Strong ability to learn new tools, technologies and processes and to envision and develop collaborative interdepartmental processes

❖ Relational skills to assimilate to new teams and environments while bringing an upbeat attitude of collaboration, cooperation and positive energy to all new challenges

❖ Knowledge of WCAG accessibility requirements and dev/design implementation practices

Professional Experience

Senior UX Designer – Tuxedo Design System – JPMorgan Chase & Co. (March 2022—present)

Currently working with a small team tasked with the creation and maintenance of the *Tuxedo Design System*, a component-based design system developed to support rapid design, build, and deployment of internally-facing products

- Using the "Atomic Design" principles and an agile workflow to design versatile UI components to support development of 300+ internal products

- Working with users (product designers and developers) to establish requirements and test designs

- Researching other design systems and industry-leading UX sources to solidify best practices and inform design decisions

- Working closely with development team to plan iterative development process and ensure proper implementation of designs for framework-agnostic components built with vanilla javascript

- Working with WCAG 2.0 specification standards to ensure accessibility compliance

UX Design Lead – Cybersecurity Technology Controls – JPMorgan Chase & Co. (Aug 2019—Mar 2022)

Lead UX Designer on agile product teams in the development of Identity Access Management (IAM) enterprise cybersecurity controls applications

- Worked with users and stakeholders to understand business needs and establish requirements

- Sought to understand user journeys and establish user workflows that optimize process efficiencies

- Worked with Product Owners, Business Analysts and users to, shape user stories, and prioritize work

- Used Tuxedo Design System to develop hi-fidelity wireframes and interactive prototypes that aligned with requirements and user research findings

- Tested wireframes and prototypes with users to validate design decisions, challenge assumptions, and change course when necessary

- Worked with development team to ensure proper implementation of established designs

- Worked with accessibility experts to review products for compliance to WCAG standards

UX/UI Design Lead – McGraw-Hill Education Global Technology (Feb 2017—July 2019)

Lead UX/UI Designer in creation of a global enterprise web app used to track contract agreements and usage of intellectual property assets

- Worked with BAs and stakeholders in evaluating requirements and refining user stories

- Developed and tested wireframes, user flows and designs with users and stakeholders for usability and alignment with established requirements

- Established visual design and style guidelines and oversaw implementation of designs into production

- Reviewed and refactored front-end code base prior to User Acceptance Testing

- Participated in user acceptance testing and defect identification through all phases of development

- Designed, built and maintained custom SharePoint site for initial training documentation

Email Marketing Developer/UX Creative Lead – NFocus Consulting (May 2015—October 2016)

- Successfully refined B2B acquisition email marketing service program

- Worked with business clients to develop and deploy multiple email marketing campaigns

- Developed and tested responsive HTML email templates; developed custom email template builder

- Maintained email database, monitored IP reputations, and mediated issues

Senior Digital Designer – McGraw-Hill Education (September 2012—May 2015)
Helped lead a team of digital designers in development of multiple product marketing microsites

- Worked with marketing stakeholders to understand product target audiences, key differentiators, and essential messaging
- Drove UX/UI design development from whiteboards to wireframes to final implementation
- Guided visual design development and coordinated content creation based on core messaging and SEO parameters
- Documented specifications, maintained production schedules, and provided production oversight
- Managed quality assurance, sought feedback, tracked and managed enhancement requests.

Senior Designer – McGraw-Hill Education (May 2001—September 2012)
Collaborated with editorial and marketing partners to develop market appropriate visual design solutions for print and digital K-12 educational products

- Worked with editorial and marketing teams to establish project requirements
- Conceived and executed designs, and provided guidance to junior designers and vendors
- Established and maintained development schedules
- Worked with Production Coordinators to ensure proper design implementation through completion

Production Compositor — McGraw-Hill Education (April 1999—May 2001)
Worked on production teams to build textbooks and ancillary educational products for grades 6-12

Adjunct Instructor – Digital Design & Graphics – Columbus State Community College (Sept 2000—Jun '05)

GraphicsEditor / Assistant Editor Suburban News Publications (March 1998—April 1999)

Production Associate Suburban News Publications (September 1996—March 1998)

Relevant Skills

Software and Technology

Expert: Figma, Sketch, Axure RP, Photoshop, Illustrator, InDesign

Proficient: HTML, CSS, Audition, Audacity, Flash, MS Office, WordPress, Basecamp, JIRA

Intermediate: JavaScript, jQuery, Kendo UI, SQL, Smartsheets

Project Management

- Requirements analysis/documentation
- Workflow and procedural development
- Project scheduling, tracking and reporting
- Knowledge of Agile development model
- Resource management
- Interdepartmental collaboration and communication