

KEVIN C BRAUN

USER EXPERIENCE DIRECTOR

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ACADEMIC TRAINING

Bachelor of Fine Arts in Electronic Imaging, University of Massachusetts - Dartmouth, 1995

PROFESSIONAL EXPERIENCE

Head of Innovation and Research at Yohana

11/2021 - Present

At Yohana I lead a cross-disciplinary team to explore, research, and design new hardware products and software services. The work I do at Yohana ranges from helping define high-level business strategy directly with our CEO Yoky Matsuoka and other executive team leaders down to facilitating brainstorming sessions with in-person and remote participants to help discover our next big idea.

I also manage the Algorithms and Artificial Intelligence team. I haven't been in this role long but the team has already delivered data, visualizations, and productivity tools that help guide the executive team's decision-making and has improved our service's operational efficiency.

UX Design Strategist at Yohana

11/2020 - 11/2021

Highlights from my time as a design strategist for Yohana include:

- Serving as the US based product lead overseeing the research, definition, and design of our premier international service offering
- Led strategy and research while managing an industrial design consultant to explore options for Yohana's first hardware offering
- Provided UX design and program management training to Yohana's international team and created a custom "culture map" based on input from US and international team members to help reduce misunderstandings and foster better cooperation between our teams.

UX Design Consultant at Yohana

10/2020 - 11/2020

As a consultant for Yohana, I designed the user experience for authentication workflows that

can accommodate a multinational user base and allow for cross-domain account creation and authentication.

Amazon #1 New Release in User Experience & Website Usability (July 2020), Wiley published Author of From Chaos to Concept:

A Team-Oriented Approach to Designing World Class Products and Experiences

09/2019 - 10/2020

Between the fall of 2019 and the fall of 2020, I split my time between two large initiatives while continuing to contract with clients and teach.

1. I authored a book for Wiley titled, *From Chaos to Concept: A Team-Oriented Approach to Designing World Class Products and Experiences*
2. I also authored a new online college-level introduction to UX course for Champlain College in Burlington Vermont

Director of User Experience at Momentum Design Lab

10/2018 - 09/2019

At Momentum Design Lab I managed and mentored a team of UX designers that served clients worldwide. We worked with large multinational companies including Softbank as well as small Silicon Valley startups spending just enough to test and iterate on a few options. The work we delivered ranged from direct-to-consumer products to B2B SAS platforms.

Some achievements include:

1. I led the strategy workshops and managed the team that researched issues with Twilio's billing console, presented observations and recommendations, and delivered designs to reduce time on task and error rates.

"Momentum Design Lab put in the effort to understand the project quickly and develop solutions. Our business model is quite complicated, but they always asked the right questions. **Their expertise regarding UI/UX design is phenomenal.** Their findings positively influence the way customers interact with our platform."

- Product Manager, Twilio

2. I managed the team that worked with Reltio to define and prioritize usability issues. From there I mentored the Jr. Designers that iterated on wireframes and storyboards with the Reltio team resulting in a cost-effective staff augmentation solution that successfully extended the capabilities of the Reltio team.

The Momentum team impressed the internal staff with their bold, daring design suggestions that resulted in highly positive results. **Despite the complex scope and requirements, they managed to deliver the final UI/UX on time and within the given budget.**

- Director of Product Management, Reltio

3. I led the strategy workshops and research efforts while mentoring a mid-level designer on both of those processes. I then provided guidance and feedback as the designer worked with the client to create and iterate on design solutions for a complex geological modeling tool. Once the design phase was completed, I worked with the client to help guide the development process while the designer handled the production work to produce support materials to ensure a successful handoff.

“Momentum Design Lab **provided top-notch frontend designs that are both professional and easy to navigate**...Despite the complexities of our product, they were able to manage all of the challenges and came up with an elegant, good-looking interface.”

- CEO, Resfrac

User Experience Architect at Cox Automotive Inc.

10/2016 - 10/2018

At Cox Automotive (America's 15th largest private company) I led the UX efforts for the analytics team to research and design industry-first tools that help dealers understand how their marketing spend (across their Kelley Blue Book, Autotrader, and Dealer.com brands) is performing with a focus on sales attribution.

This work was directly informed by the opportunities my team uncovered during usability testing and research sessions with industry professionals and became a central component of Cox Automotive's industry-leading Dealer.com product offering.

As the new features have been released the number of users has doubled, users are accessing the system twice as much as they previously were, and retention has improved due to enhanced customer satisfaction.

Principal User Experience Strategist at Braun Interactive LLC

02/2014 - 10/2016

Through my consulting business, I worked with some of the world's most recognizable brands including Google, Samsung, Rolex, Michael Kors, and Hyundai.

I worked to help my clients use data to improve performance on their key business objectives. I analyzed my client's quantitative and qualitative data and provide actionable information to help identify opportunities for improvement.

User Experience Architect at Competitive Computing

06/2012 - 02/2014

I led all UX efforts and mentored team members and interns on the user-centered design process while servicing world-class clients including Keurig, Orvis, CRANE paper, NRG Systems, and Husky.

User Experience Manager at Draker Labs

07/2011 - 06/2012

At Draker I led all UX efforts. My team worked with the executive team to create the personas, scenarios, and use cases that served as the foundation for the product roadmap. I also worked with Draker's Sales and Project management teams to establish a Customer Advisory Board. Together we created the Customer Advisory Board to help give us better insight into what problems our customers were facing and to understand how our solutions performed in real-life situations.

User Experience Design Adjunct Faculty at Champlain College

03/2011 - Present

At Champlain College, I author and instruct online courses on User-Centered Design. Through my courses, I have introduced over 300 students to the benefits of user-centered design and mentored many others on transitioning their careers towards the design and development of exceptional experiences.

Senior Web Designer at Vermont Teddy Bear

08/2009 - 07/2011

As the Senior Web Designer, I lead the usability and design processes for all new initiatives at Vermont Teddy Bear and its sister companies. On a day-to-day basis, I worked with other members of the Vermont Teddy Bear team to improve the conversion rates and overall quality of pajamagram.com.

Senior Web Designer at Mobicious Inc.

07/2007 - 07/2009

As the Senior Web Designer at Mobicious Inc, I worked with a small team of highly skilled designers, engineers, and marketers to develop cutting-edge mobile-centric websites. In a typical day, I worked on projects ranging from designing the mobile view of their social media site to programming the presentation layer of their mobile directory. My design work in combination with the code that I wrote helped mobicious.com and snapmylife.com attain 4.5 (out of a possible 5) ratings on mobiready.com. Everything I wrote was tested valid HTML and CSS within Ruby on Rails.

Marketing Webmaster at UpToDate Inc.

06/2003 - 07/2007

At UpToDate I was responsible for the user experience for their flagship product that 1.5 million clinicians rely on to make patient care decisions on a daily basis. UpToDate was also recently chosen by NASA to be the only clinical information resource used on the International Space Station.

One of the final projects I designed for UpToDate gave Doctors the ability to review the content outline of each search result without having to leave the search results page and reduced the number of clicks and time required for Doctors to find the information they needed to answer their clinical questions.

This work along with a complete UX overhaul of UpToDate's online properties helped position the company to be acquired by Wolters Kluwer in 2008.

Director of Interactive Media, Barrett Communications Inc.

07/1999 - 06/2003

Under my direction, the interactive team at Barrett Communications served world-class clients such as Cisco Systems Inc., Upromise.com, MIT, Harvard, and Massachusetts General Hospital. Projects that I managed for these clients include complete corporate web solutions, application interface development, data-driven content management solutions, 2D and 3D promotional animations, and Flash-based online games.