brian powers

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SUMMARY

From ideation to delivery, I design and craft human-centered experiences tailored for a product's users. Currently working as a freelance UX designer but seeking a permanent role where I can leverage my expertise to drive success for your team.

SKILLS

UI/UX design, UX design practices, mobile design, information architecture, interaction design, sketching, wire-framing, prototyping, user research, competitive analysis, visual design, storytelling

SOFTWARE

Figma, Adobe XD, Sketch, InVision Studio, Miro, Mural, Optimal Workshop, Adobe Creative Cloud, Photoshop, InDesign, Illustrator, Cinema 4D, Keynote, Google Workspace, Microsoft Office

EXPERIENCE

UI/UX Designer
Speech For Success LLC Ι 2023 - Present

- Consulted with the marketing and product teams to identify opportunities for developing an online appointment registration process for speech-language and occupational therapy treatments.
- Conducted quantitative and qualitative research to improve user comprehension of therapy services by introducing detailed descriptions of treatments offered through on-site and Telehealth appointments, decreasing bounce rate on therapy pages by 55%.
- Participated end-to-end with developers to iterate designs and implement a comprehensive design system leveraging visual design, WCAG accessibility best practices, and existing brand guidelines.

UI/UX Designer
Elizabeth Kosowesky Photo Ι 2023 - Present

- Collaborated with Elizabeth Kosowesky, a Chicago-based post-production and visual artist, to enhance their online portfolio and services, resulting in a 30% increase in commercial job bookings.
- Improved the content strategy of post-production portfolio by conducting extensive research on commercial post-production services, project bids for commercial retouching, and media content.
- Developed and conducted usability tests on mid-fidelity wireframes and prototypes in Figma.

UX Designer
The Local Tongue Ι 2022

- Facilitated design presentations and workshops that leveraged a structured process in user-centered design to collaborate with clients, stakeholders, and a team of 3 UX designers and researchers, generating targeted solutions to drive business goals.
- Optimized user task and interaction flows to update navigation, decreasing bounce rate by 60%.
- Conducted quantitative and qualitative research on the site's information architecture and navigation, synthesizing that data into actionable insights to improve navigation and remove roadblocks to finding travel guides and food/beverage venues.
- Developed a comprehensive design system that includes a visual style guide, content hierarchy, and interaction design guidelines that adhere to WCAG accessibility best practices.
- Delivered high-fidelity wireframes and prototypes (web and mobile) to the development team.

Founder & Lead Photographer
Brian Powers Photo Ι 2014 - Present

- Freelance photographer based in Chicago, IL, collaborating with numerous creative agencies to execute advertising and commercial assignments, producing visuals aligned with campaign goals.
- Drove exponential growth in the advertising photography business by securing partnerships with 10+ leading creative agencies and studios, resulting in a 150% increase in annual revenue and expansion into new markets.
- Directed and completed hundreds of advertising and commercial production assets from start to finish, focusing on lighting solutions, creative direction, and technical photographic retouching.
  - Clients: Beam Suntory, Discover Bank, Fischer Nuts, L'Oreal Paris, Maxwell House, PepsiCo Inc

Digital Imaging Tech & Post Production Artist
Publicis Groupe Ι 2020 - 2023

- Curate image selections that minimize decision-making obstacles and increase productivity by 70%.
- On-site post-production specializing in commercial retouching, compositing, and color management consistent with brand identity, bringing digital assets 80% closer to final approval.
- Adhere to client taxonomy and manage digital image catalogs, from file processing to data storage.

EDUCATION

UX Design Immersive Graduate
General Assembly Ι 2022

BFA Photography
Andrews University Ι 2016